

French Minister hints at dollar devaluation

CLERMONT FERRAND (AP). — French Finance Minister Valéry Giscard d'Estaing, breaking official silence on the dollar crisis, told newsmen yesterday, "I have good hopes that the solution favoured by France will be finally adopted."

He gave no details but said words against a devaluation of the dollar are in the air. The French position in the latest attack on the dollar.

"I am endeavouring to take steps so that the franc will be spared by the upsets of the international monetary systems," he said.

Mr. Giscard d'Estaing met into the early hours yesterday with his counterparts from West Germany, Italy and Britain on the dollar crisis. U.S. Treasury Under-Secretary Paul Volcker also joined the talks.

There was no word after the conference on whether the ministers had settled on a way of reaching the world, which saw West Germany alone buying \$6,000m. in an effort to keep the dollar from sliding below its floor level.

Mr. Giscard d'Estaing, who was in this central French town for an election rally, made his remarks to newsmen at Mr. Volcker and Jacques Foccart, of Japan, met with German officials in Bonn.

France was reported against the upward revaluation of the mark and the yen because this would affect its heavy trade with West Germany. A dollar devaluation against gold would have less effect in Franco-German trade.

LOW RATE

In Switzerland, one of the few countries where official foreign exchange remained open yesterday, the dollar crashed to a record low at the opening fixing price of 3.5050-3.5150 Swiss francs. It recovered at 3.5275, but dealers in the closed market over the value of dollar banknotes.

In Frankfurt, where the dollar closed on Friday at its floor, 3.515 marks, the International Zolot was giving 3.10 marks per dollar, limiting transactions to guests only and to \$20 each. American Express in Frankfurt was cashing up to \$100 but giving only 2.97 marks. Taxi drivers were figuring anywhere from 2.70 marks to 3.00.

The dollar fell sharply in very limited inter-bank trading in Paris yesterday with the official exchange market closed. Banks were exchanging the dollar at 4.75/5.00 francs — well below the floor rate of 5.005.

MORE MEETINGS

Mr. Hosomi was also meeting with Karl-Otto Poehl, Under-Secretary in Bonn's Finance Ministry, and a meeting between Messrs. Volcker and Poehl was expected.

German sources said earlier yesterday that hectic weekend talks have brightened chances for a solution affecting the dollar's future role in the world.

Unofficial reports from European capitals predicted a top-level international conference of monetary experts soon to decide whether to set new currency rates against the weakened dollar.

In Washington, the U.S. Treasury Department refuses even to answer questions about the subject, but sources at the International Monetary Fund and private economists are reading the signs that way.

The dollar could be devalued by raising the official price of gold from its present \$38 an ounce, by increasing the value of other currencies against the dollar, or by a combination of both.

Most sources believe that the devaluation will be part of another general realignment of currencies, focusing primarily on the dollar, the West German mark and the Japanese yen.

The dollar was devalued a little

Cease-fire in Laos to be signed today

VIENTIANE (Reuter). — The Laotian Government and the pro-Communist Pathet Lao are to sign a cease-fire agreement here today formally ending more than a decade of war in this Asian kingdom, government sources said yesterday.

It was understood that the signing would take place at today's regular session of peace talks between the government and Pathet Lao delegations. The 19th such session since the talks began last October.

With the Vietnam cease-fire now 15 days old, a truce in Laos would leave only Cambodia of the Indochina countries still in a state of war.

Since the cease-fire in Vietnam came into effect on January 27, there have been repeated predictions of agreement being reached in Laos to end the conflict, which has for more than a decade been a small but tragic adjunct to the bigger drama of Vietnam.

Peace talks in Vientiane, which had appeared to be stalled, picked up pace when the Vietnam agreement was reached. The government side renewed a proposal for a cease-fire and the Pathet Lao responded by suggesting that extra secret peace discussions be held.

A week ago Pathet Lao Secretary-General Phoumi Vongvichit and chief government negotiator Phang Phom Savan returned to the talks, heightening the feeling that they were reaching a critical stage.

A major outstanding problem appeared to be that of composition of a provisional government to run the country until new elections could be held. The Pathet Lao refused to accept Prime Minister Souvanna Phouma as head of such an administration.

Government sources said yesterday this problem had now been solved but no details of the solution were known.

Although no details of the proposed agreement were available, observers believed a cease-fire would mean government and Communist forces holding their positions throughout the country.

The Pathet Lao are backed by some 50,000 North Vietnamese troops and the future of these forces was not clear. But informed sources have said this problem will not cause the same difficulties as it did in negotiating the Vietnam settlement.

A cease-fire now would leave the Pathet Lao and North Vietnamese controlling about two-thirds of Laos territorially, although the government controls most urban centres with about two million of the three million population.

Ismail to London this month in new diplomatic offensive

By ANAN SAFADI

Jerusalem Post Arab Affairs Reporter

Egyptian President Anwar Sadat will send his adviser on national security affairs, Hafez Ismail, to London later this month as a first step in a new Egyptian diplomatic offensive which will also include Washington, Paris and Beijing.

Ismail, whom Sadat has called "my Kissinger," only returned to Cairo on Saturday from a four-day visit to Moscow, during which he talked with Soviet party chief Leonid Brezhnev and other top Kremlin officials.

Sadat's new diplomatic offensive was disclosed yesterday by Egypt's Foreign Minister, Mohammed Hassan Zayyat, in a policy statement to Parliament. The Egyptian government is currently involved in diplomatic efforts in a number of world capitals, particularly Moscow, Washington, London, Paris and Beijing, he said, indicating that the offensive was aimed at pushing for the implementation of Security Council Resolution 242 of November, 1967. The efforts would also emphasize that Egypt was dealing with "no American plan" for a Middle East settlement, he said.

The new plans were announced against a background of war-like statements made yesterday by Premier Aziz Sidky for the second day running. Speaking to workers on the third anniversary of an Israeli bomb attack on a steel plant at Abu Za'abal, Sidky said Egypt's "battle of liberation is a war, when Israel will have to pay for the crimes she has committed."

Egypt "will not accept any partial solutions or initiatives," he said, stressing that it has begun "a new stage in preparation for the liberation of her land, and will not retreat from her pledge to liberate every inch of the occupied territory."

Meanwhile, discussion continued yesterday in student circles, who were protesting against the government crackdown on campuses and professional unions. Riot police, using tear gas and baton charges, clashed with students outside Cairo University and El-Shams University.

in the Egyptian capital for the second day running yesterday.

The clashes occurred when several thousand policemen tried to disperse a crowd of students who were marching towards the centre of Cairo, chanting slogans calling for democracy and political freedom.

Students and policemen threw stones ripped from nearby walls at each other. There was no information on the number of people wounded or arrested. The Middle East News Agency said yesterday that several students were hospitalized after Sunday's clashes in the same area.

The Middle East News Agency said the students had "resorted to

the same tactics" of last month's student uprising, by spreading "incitement through wall posters, rallies, rumours, and destructive slogans under the pretext of calling for the release of student detainees."

The Speaker of the Egyptian Parliament, Fawzi Badawi, last night summoned Parliament for a special session to debate the renewed student disturbances.

President Sadat himself was last night suffering from flu, Cairo Radio reported. Despite doctors' orders that he should stay in bed, Sadat yesterday received Lebanese President, Sulaiman Franjeh, who arrived in Cairo for a three-day official visit, the radio added.

Ex-Mayor of Gaza escapes murder bid



Bullet hole in windshield showed how Gaza ex-Mayor Shawa narrowly escaped death yesterday. (H. Ben-Adi)

By HERBERT BEN-ADI

GAZA. — A second attempt was made yesterday on the life of former Gaza Mayor Rashad al-Shawa — a day after assassins killed the elected head of the Shati refugee camp, Habib Ismail al-Arbiti.

The former Mayor who escaped unhurt from one assassination attempt last September, received glass cuts on his left hand when his car was fired on from behind a clump of trees near Gaza yesterday morning.

On Sunday, armed men had pumped six bullets into al-Arbiti, elected last October to head the Shati refugee camp residents' committee. (It was then Mayor Shawa's objection to including Shati in Gaza that led to his dismissal from the post on October 23. Since then the city has been run by an Israeli official, Mr. Uri Chesnick, appointed by the Military Government.)

While al-Arbiti was in favour of Shati's incorporation in Gaza he was like Mr. Shawa, an opponent of the terrorists.

Mr. Shawa told The Jerusalem (Continued on page 4, col. 4)

Terrorist killed, 4 seized

By HIRSH GOODMAN

Jerusalem Post Military Correspondent

A terrorist was killed and four others, one of them wounded, were captured by an Israeli army patrol in the Jordan rift late Saturday night. There were no Israeli casualties.

The terrorists are believed to have been responsible for laying a mine in the Beit Givria area which in April, 1971, killed four Israeli officers travelling in a command car, and for the shelling of Jerusalem with Katyusha rockets in December, 1970.

The Army spokesman announced last night that the group had operated in the Mount Hebron area in 1970 and 1971 and had decided to flee Israeli territory after the search for them had been stepped up by security forces.

The clash on Saturday took place several kilometres from the Abdullah Bridge on the Jordan River. The men were found to be in possession of Karl Gustav sub-machineguns and grenades and shortly after their capture security forces uncovered a cache of hidden arms on the West Bank, which the gang had concealed shortly before leaving the Hebron district for Jericho.

The five terrorists, aged 19 to 26, had been in hiding for nearly two years before attempting to escape to Jordan. The dead man came from Nuba village, while the wounded man was from Beit Ummar. The three other captured terrorists all lived at Harev village. The three villages are within a radius of 10 kms. from Hebron.

It was learned last night that the five had used two of their mothers to check the road to Jericho the day before leaving their hideouts. After the two women reported that there was no unusual military activity on the road, the seven hired a taxi and spent Friday night in Jericho.

On Saturday night the men left Jericho and started out for the Jordan rift in an attempt to cross into Jordan.

This was the first major incident along Israel's border with Jordan since 1971, when security forces intercepted a six-man terrorist group which had shelled Petah Tikva. Three months ago a lone infiltrator was killed north of Eilat.

Iraqi army chief arrives in Cairo

Jerusalem Post Arab Affairs Reporter

Iraq's army Chief of Staff, General Abdul-Jabbar Shanshal, arrived yesterday in Cairo at the head of a high-ranking military delegation. Cairo Radio said General Shanshal will be spending several days in Egypt, and will have talks with Egyptian War Minister General Ahmed Ismail and army Chief of Staff General Sa'ad Eddin Shaili.

The Egyptians have recently explored the possibility of reviving Iraq's role in Jordan's Eastern Front. Jordan last month joined Egypt and Syria in a unified military command headed by General Ismail.

Morocco beams anti-Gaddafi broadcasts

Jerusalem Post Correspondent

PARIS. — Moroccan radio has begun beaming a twice-weekly programme to Libya denouncing the regime of Colonel Muammar Gaddafi. "Le Monde" reported yesterday.

The first programme, broadcast over the weekend under the title of "The Voice of Truth," said it was designed "to publicize the crimes committed against our Libyan brethren, victims of the despotism of Colonel Gaddafi and his clique."

For the past year Libya has been beaming programme attacking King Hassan II of Morocco and his government to the Moroccan people. Radio Tripoli issued particularly violent condemnations of Hassan at the time of the two abortive plots on his life in 1971 and 1972.

S.S. man 'found in Hamburg'

By JACK MAURICE

Jerusalem Post Correspondent

PARIS. — Serge Kiarfeld, the official of the French Jewish United Appeal who has tracked down a number of Nazi war criminals with his wife Beate, claimed yesterday he has traced August Moritz, a former S.S. lieutenant who was sentenced to death by a French court in his absence for the 1944 murder of Victor Basch, President of the League of Human Rights.

Kiarfeld told "Le Monde" that Moritz, who now works for a Hamburg business firm, had joined the Association for Victims of Nazism after the war. In 1963 the Karlsruhe federal court sent him to jail for four years for "treason on behalf of Eastern Germany."

During World War II Moritz was a close aide of Klaus Barbie, head of the Gestapo in Lyons, whose extradition from Bolivia has been vainly demanded by French President Georges Pompidou.

Moritz held the post of Nazi security chief in Orleans, Marseilles and Lyons during the occupation. He was sentenced to death in 1964 for commanding the firing squad which killed Victor Basch and his wife.

Serge Kiarfeld said Moritz told him he was not involved in the arrest of Basch and denied he had ever met Barbie. He said he had never been linked with the Gestapo and had merely been entrusted with "information" work concerning North Africa and Switzerland.

Israeli banks keep up dollar trade

By DAVID KRIVINE

Jerusalem Post Economic Correspondent

Israeli banks continued to buy and sell dollars yesterday, despite the halt on transactions in many European centres. Whilst politicians are generally permitted to be less than candid about devaluation, Israel's financial institutions seem this time to be accepting at its face value the official promise that the ILA20 exchange-rate to the dollar will remain unchanged.

The situation was different concerning German marks. "If we had any, we would sell them — but we have none," a bank manager in Jerusalem told The Jerusalem Post last night. He explained: "People are holding on to their marks and do not offer them to us for conversion." Neither does the Bank of Israel, apparently. Pressed to say what price he would charge if he did have marks available, our banker replied, "The last official price, that is, the price we pay for them."

Concerning essential transactions in marks, the banks arranged the necessary transfer (e.g., to pay for a German-made car that awaits release, or to meet a deadline on some international transaction). Drafts of this kind can be made despite the local shortage of banknotes; but the banks imposed a condition. "We supplied German currency at the last published exchange-rate against a signed undertaking to make good our loss, if the price of the mark should rise by the time the transfer is effected."

Asked whether he would make a refund to the customer if by some chance the price of the mark were to drop instead, the official said he would.

For less important transactions the banks refused to make mark conversions. "Applicants were requested to wait until quotations are published again," he said.

Demand for dollars continued in the Israeli market yesterday, and the price of the Natsid dollar rose from ILA24 on Friday to ILA30 on Sunday and ILA28 yesterday. Natsid accounts are sold by holders of German restitutions, allowed to offer one-third of their receipts on the

Fighting worsens in Cambodia

PHNOM PENH (UPI). — The military situation throughout Cambodia worsened yesterday.

Khmer Rouge (Cambodian Communist) forces pushed to within 1,600 metres of the strategic Mekong River naval base at Neak Luong and stormed through six government positions within a 24 km. radius of Phnom Penh, the High Command said.

In what military spokesmen called the largest and most violent Communist offensive of the Cambodian fighting, Khmer Rouge forces stormed out of the flaming city of Banam, 3 kms. north of Neak Luong, at daybreak yesterday and scattered Government troops trying to halt their advance on the most important defence position along the Mekong.

The High Command spokesman said the sudden Communist surge left 27 Government troops seriously wounded along Highway 15.

The Communists then turned to the west bank of the Mekong, bombarding Government positions just opposite Banam and Neak Luong, 61 kms. southeast of Phnom Penh, with anti-tank rockets and heavy machine-gun fire.

Several hundred other Communist troops bulldozed their way through six Government positions from the town of Thnal Totung, 29 kms. southwest of Phnom Penh.

The fiercest fighting centred on Highway 1, Cambodia's link with Saigon, which is partly occupied by Communist forces. Khmer Rouge forces killed four Government reinforcements and wounded 10 as they grabbed another 800 metres of the highway just south of Day Bih, 24 kms. southeast of Phnom Penh, field reports said.

Talks in Hanoi said going well

SAN CLEMENTE, California (Reuter).

The White House yesterday appeared encouraged that progress is being made at the talks in Hanoi between presidential adviser Henry Kissinger and North Vietnamese leaders.

Dr. Kissinger, the first ranking American government official to visit Hanoi in more than a decade, has had more than 10 hours of discussions with North Vietnamese Prime Minister Pham Van Dong and Politburo member Le Duc Tho, co-authors of the Vietnamese cease-fire agreement that was signed in Paris two weeks ago.

White House spokesman Ronald Ziegler said the atmosphere at the meetings has been cordial. Ronald Nixon told reporters they were serious and, he hoped, constructive.

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THE WEATHER

Forecast: Partly cloudy to fair.
Weather synopsis: A trough extends from the Red Sea to the east Mediterranean.

Location	Yesterday's Maximum	Yesterday's Minimum	Today's Forecast
Jerusalem	18-22	8-12	18-22
Golan	15-20	5-10	15-20
Nahariya	15-20	5-10	15-20
Haifa	15-20	5-10	15-20
Tiberias	15-20	5-10	15-20
Nazareth	15-20	5-10	15-20
Afula	15-20	5-10	15-20
Sidon	15-20	5-10	15-20
Tel Aviv	15-20	5-10	15-20
Lod	15-20	5-10	15-20
Jericho	15-20	5-10	15-20
Qana	15-20	5-10	15-20
Sderot	15-20	5-10	15-20
Be'er Sheva	15-20	5-10	15-20
Dimona	15-20	5-10	15-20
Ramat	15-20	5-10	15-20

South and Palestine

Mr. Emanuel Uddagou, chairman of the Upper Volta trade-union federation, called yesterday on Knesset Speaker Yisrael Yeshayahu.

Lord Richard Kahn of the British Academy and Cambridge University visited the Hebrew University on Sunday, and was received by the President, Mr. Avraham Harman, and the Rector, Prof. Michael Rabin.

Prof. E.L. Ullman of the University of Washington in Seattle, will lecture "On Time and Space" today, Tuesday, at 8:15 p.m. in Room 304 of the Geography Building, the Hebrew University, Givat Ram.

MARRIED
Miriam Ben-Asher, daughter of Mr. and Mrs. Eliezer Ben-Asher, was married last night in Jerusalem to Ephraim Lior, son of Mr. and Mrs. Shammai Lior.

ARRIVALS
Mrs. Samuel K. Nirsky-Feder, Israel Bond leader from Brooklyn.

KOSHER FOOD IN RUMANIA

TEL AVIV. — Israeli tourists in Rumania will be offered kosher food by restaurants under the supervision of Chief Rabbi Moshe Rosen, it was announced here.

The heads of Moriah Tours, Shimon Glat and Haim Malsels, told a press conference in Beit Soker that they have made arrangements with the Rumanian Tourism Ministry for 11-day group tours, starting in May.

SPORTING LESSON, the Portuguese first-division football club, yesterday defeated a Haifa club, selected 4:0 at Kiryat Haim. Lisbon led 1:0 at half time. In an earlier game at the same grounds, the German National Youth Team beat the Israel National Youth Team 2:0.

ARMY UNVEILS REBUILT CENTURION TANK

'Equal to anything Arabs have'

By HIRSH GOODMAN
Jerusalem Post Military Correspondent

The Ordnance Corps yesterday unveiled an updated version of the obsolescent British Centurion MK-V. With its larger cannon and diesel engine, it is on a par with the Patton M-60, Commander of the Corps, Tat-Aluf Haim Domi said.

The new version of the Centurion, in which over 2,000 changes were made, has been in service with the I.D.F. for over a year, and has proved itself in battles in both Lebanon and Syria.

The major changes introduced in the 1960 vintage tank are the Israeli designed and manufactured 105mm gun, and a 750 h.p. American Continental air-cooled engine. Together with improved stabilizers and night-sights, officers said the antiquated Centurion is now superior to the tanks in use with the Arab armies — Soviet-built T54 and T55s.

By replacing the Centurion's petrol driven 650 h.p. Meteor engine with the Continental — the same engine used in Pattons — the tank's range has been increased by 100 per cent, and its maximum speed from 35 to 43 kilometres per hour. A General Electric hydraulic gearbox, reducing the number of forward speeds from five to two and reverse from two to one, has greatly increased the tank's mobility. It now has an average cross-country speed of 17 k.p.h. instead of the 12 k.p.h. using the original manual gearbox.

ACCURATE CANNON

The 105mm gun, which replaced the 20 pound (83.82mm) cannon on the British Centurion, is a highly accurate weapon, with an excellent "killing capability" and quick reactions. Moreover, the interior of the tank has been completely redesigned to allow for the storage of a greater number of more accessible shells.

The 105mm cannon is now standard on most Israeli tanks.

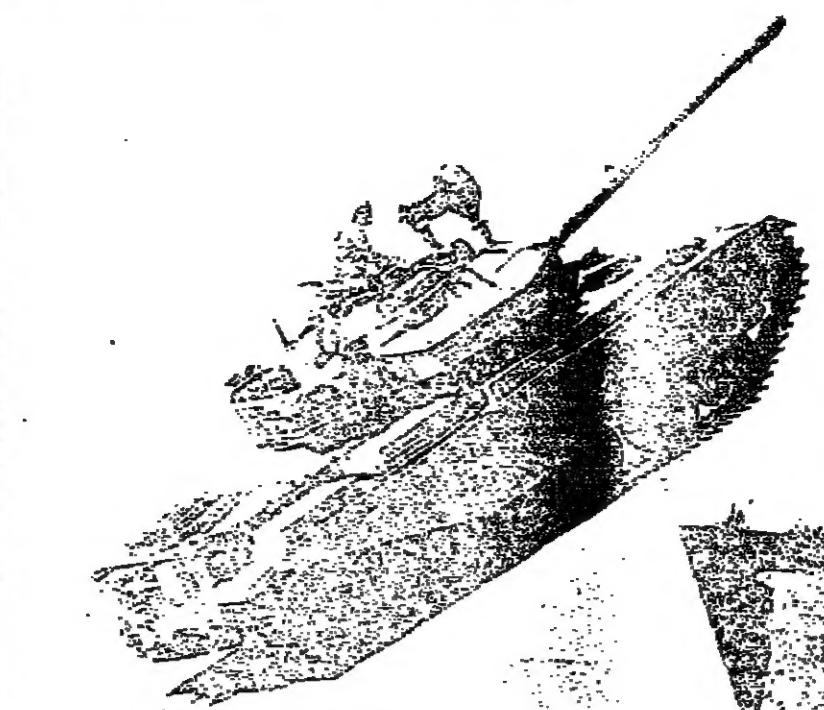
The steering controls have been modified to give the tank manoeuvrability in hilly or built-up terrain, cutting its turning radius from 40 metres to 13.

Steering controls have been changed from a two-stick to a one-stick version. Coupled with the hydraulic gear, this makes the Centurion one of the easiest tanks in service to drive.

It is thought that Israel has managed to convert most of the Centurions it has as well as an undisclosed number of tanks bought as "junk" from the U.K. Though the only resemblance between the updated version and the original is the chassis — and even that has been modified — it was learned that the improved version costs considerably less than it would cost to purchase a new Patton M-60.

According to the Institute of Strategic Studies, Israel has 700 Centurions, 250 of the improved Centurions and 250 Pattons (the older M-48 model).

The upgraded Centurions took three years to design. Though the engine and gearbox are American



An updated, improved version of the British-made Centurion tank going through its paces on an obstacle course. (I.P.F.A.)

made, most of the improvements are of Israeli design and manufacture. In addition to giving the updated version a longer range, the Continental diesel engine increased the tank's mechanical reliability by some 300 per cent. Its relative simplicity and easier maintenance cuts down on the 24 hours it took a five-man crew to change the old Meteor engine under field conditions.

Despite the fact that the Centurion is two tons heavier, the body of the tank has been redesigned to house the engine without cutting down on any essential space. By lifting the engine platform and trimming other sections of the body, military engineers managed not only to fit in the larger engine, but also to greatly increase fuel capacity and to give the crew more room.

The tank's electrical circuits have been improved as well, and the introduction of an air-cooled engine has given the tank the ability to operate under sandy conditions for

long periods without difficult filtering being necessary — the principal drawback of the original in desert fighting.

In a radio interview over the Army Programme last night, O.C. Armoured Corps Aluf Avraham Adan said that over the past few years the updated Centurion had participated in all Israel's raids into Syria and Lebanon "and had proved itself superior to most of the tanks used by the enemy." In long-range gunfights with the Syrians, Aluf Adan said, the Centurion had destroyed a "number" of enemy tanks.

"It has proved itself both efficient and effective in hilly terrain," he said. The improved Centurion was "just as reliable as the Patton," he added.

The general said he was hard put to say which of the two tanks was better since "they are both outstanding under different conditions."

Fratricide ends chain of family killings

Jerusalem Post Reporter

GAZA. — The tragic lives of a brother and sister who murdered their father to avenge his assault on the daughter came to an end yesterday when their elder brother slew them in turn.

The bodies of Atwa Fayyad, 19, and his sister Maryam, 20, were found under palm fronds in the courtyard of their Muaz refugee camp home after their brother Ata Abdul-Kader Fayyad went to the camp police station to report the killings.

Atwa and Maryam had admitted last January to clubbing their 45-year-old father Abdul-Kader Abu Fayyad to death in August 1971 to avenge his sexual advances to Maryam.

The two had been sentenced to 10 years in prison by a Gaza civilian court, but were amnestied a month ago after military government officials visiting Gaza jail came upon Maryam — the only woman prisoner there, and ordered her release. She had refused to be amnestied unless her brother was too.

Their elder brother, Ata, yesterday told a police party headed by Gaza Strip Police Chief Rav-Pakad Moshe Carmeli, "I would have avenged my father if it had taken a hundred years."

TV staff blame management for lax discipline

Jerusalem Post Knesset Reporter

The chairman of the TV journalists' works committee accused the TV management yesterday of deliberately refraining from disciplinary action against staff, even in cases of justified complaints.

The chairman, Micha Limor, was testifying before the Knesset Education Committee. Mr. Limor said his committee was well aware of the infractions of work discipline at TV.

NEWS CHIEF RESIGNS

It was reported last night that the head of TV's news division, Zvi Gil, has resigned. Television House sources said Mr. Gil could not get along with the director of the Broadcasting Authority, Mr. Shmuel Almog.

It is believed the resignation followed on-going differences between Mr. Gil and one of TV's senior news staffers, Mordechai Kirshenbaum. Mr. Almog reportedly demanded that Mr. Kirshenbaum be restored to a normal allotment in the work schedule. Mr. Gil apparently refused.

Mr. Almog's move was itself a response to demands by news staffers that Mr. Kirshenbaum be put back on a full schedule.

House, and had warned staff that it would not support them if they were found guilty by a disciplinary tribunal.

"Newsmen and cameramen turn up late. We have problems ordering transport. Different departments covering the same news event don't coordinate with each other. Poor discipline causes a large number of hitches during broadcasting," he told the Education Committee.

MRS. MILFORD EFRAT will speak today, Tuesday, Feb. 13 at 4 p.m. at Nudon Hanich, 109 Rehov Hayarkon, Tel Aviv. Tel. 334813.

Mr. Ernest E. Simke Manila

Susan and Arieh Bilal Tel Aviv

are happy to announce the birth of their grandson and son
Daniel Yaacov
Boston, January 20, 1973.

A third of Soviet immigrants in '72 from Georgia

Jerusalem Post Knesset Reporter

Absorption Minister Nathan Peled told the Knesset yesterday that the 31,652 immigrants who arrived from the Soviet Union in 1972 included 10,900 from Georgia, and about 2,000 from Bokhara. About 40 per cent of the Soviet arrivals settled in development areas, he said, replying at question-time to Yosef Tamir (Gahal).

Mr. Peled told Mordechai Surkis (Alignment) that he was unaware of any requests by immigrants to settle in Kiryat Arba, the new Jewish quarter of Upper Hebron.

A UNIVERSITY CHAIR on co-operation will be established out of a \$140,000 fund raised by the Histrutit to commemorate Shraga Goreno, a pioneer of the cooperative movement. The fund will also give scholarships to students of cooperative and public economics.

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Boom in car sales

Jerusalem Post Reporter

TEL AVIV. — New car dealers have been doing a boom business during the last few days, a direct result of the fear of devaluation. Mr. Amos Levy, from Chamption Motors (Volkswagen), told The Jerusalem Post that sales have gone up 10 to 15 per cent. He was not prepared to speculate whether the upsurge was connected with the current dollar crisis, but it is believed that persons who had planned to buy an automobile in the next couple of months have decided to purchase their cars now.

He added that because of labour trouble at the Jaffa custom house, Volkswagen already has a backlog of about 800 orders.

AD VALOREM, NOT WEIGHT

Our Economic Reporter adds: The method of taxing new cars will be changed during the coming fiscal year, but the average tax paid will not be altered. At present two-thirds of the levy (customs plus sales tax) is charged by weight, which makes small cars cheaper than they would otherwise be, and larger vehicles more expensive.

Under the new dispensation, 52.5 per cent of the tax will be by price, and only 47.5 per cent by weight. This will increase the price of small cars and decrease the price of large ones, compared with present levels.

The purpose is to reduce the distorting effect of the tax system on relative prices, a Government economist explained.

Ja'abari urges Lord Caradon to mediate

Jerusalem Post Arab Affairs Reporter

Mayor Sheikh Mohammed Ali Ja'abari of Hebron yesterday urged Lord Caradon, Britain's former Ambassador to the U.N., to mediate between Israel and the Arabs.

Lord Caradon formulated the Security Council Resolution 242. Sheikh Ja'abari said he would undoubtedly succeed in getting the sides together in view of his familiarity with the area from his service under the British Mandate.

He made the remark during Lord Caradon's West Bank tour which yesterday included Hebron and Bethlehem.

In Bethlehem, Mayor Elias Freij complained to Lord Caradon that West Bank Arabs have been denied their basic right of self-determination. "Time is working against our interest," Mayor Freij said.

"Forty-four settlements have already been built on Arab lands and more are scheduled for the future."

In both towns, Lord Caradon expressed his belief that the Middle East situation was moving towards a peaceful solution, citing King Hussein's moderation and his recognition of the right of self-determination for the Palestinian people.

Lord Caradon was the luncheon guest of Foreign Minister Abba Eban at his home in Jerusalem yesterday. Among the guests were Archbishop George Appleton, the Anglican Archbishop of Jerusalem, Mr. Bernard Ledwidge, the British Ambassador, and Mr. Walter Eytan, chairman of the Broadcasting Authority.

Israeli industry lags in technology

By ASHER WALLFISH
Jerusalem Post Knesset Reporter

Israel industry lags technologically behind that of other developed countries despite the high percentage of college graduates it employs.

Labour Minister Yosef Almogi said this in the Knesset yesterday in his annual survey of the operations of the Labour Ministry in the framework of the 1973/74 Budget.

Ministry experts predicted that the proportion of college graduates and technicians in the economy would increase over the next five years, he said. The annual increase in the number of engineers and architects would be 10 per cent; in science graduates 14 per cent; in technicians 10 per cent; in arts graduates nine per cent; and in doctors and dentists eight per cent.

These increases, he went on, were mainly due to the share of college graduates in the new latest wave of immigration, 40 per cent in 1972. Israeli institutions of higher learning, meanwhile, were producing four and a half times as many graduates in 1971 as in 1960.

International Labour Office forecasts predicted that Israel would top the world in 1980 in the proportion of wage earners who had post-secondary education — 20 per cent, Mr. Almogi claimed. The national economy would have to take them into consideration in planning future development, he said, and job-retraining would have to be carried out on a large-scale to see that the economy got the type of men it needed as quickly as possible.

If Israel could reduce the technological gap between it and more industrialized countries, Israeli products could become more competitive. Eventually, its academic capacity would give it a relative advantage over other countries.

LABOUR UNREST

Turning to the recent labour unrest touched off by negotiations for new collective wage contracts, Mr. Almogi said it was essential to set

a deadline for signing the contracts, simultaneously in all sectors. The present system was bad for the economy and for employee Labour contracts, which at present ran for two years, were payable for a year or more, amid tense and deliberate procrastination, complained.

The Minister said it was also essential to do away with the principle of retroactivity, which did not exist anywhere else in the world, had led to delay in signing labour contracts, and this in turn caused further procrastination.

At present many employees get the real value of their wages the process, and a few groups were the only ones to fit Labour contracts which in effect from the day of signing would speed up the negotiating process, he thought.

Self-employed to pay bigger tax advances

Post Economic Correspondent

Tax advances paid by the self-employed will be increased in the coming year (1973/74).

For those whose last assessment was in 1971, the increase will be 20 per cent. For assessments made in 1970, the increase is 40 per cent — despite an overall 10 per cent tax cut (made in two stages, last April and next).

"The new rates simply reflect the estimated increase in income," a Government official explained last night. He did not deny that there is a measure of belt-tightening as well.

Record number of buyers at Fashion Week

Jerusalem Post Reporter

TEL AVIV. — Attendance at the opening day of the 9th annual Fashion Week surpassed all records. A total of 347 overseas buyers had registered by yesterday afternoon.

They came from as far as Japan, South America, Scandinavia and Canada, and two more large groups from Finland and the U.S. are due in tomorrow.

Most of the week's 30 exhibits at the show at the Hilton Hotel reported firm orders by yesterday evening. Even first small-time participants in the boutique sections seemed well satisfied with business prospects.

Noticeable among the collection was the widespread use of imitative leather and fur, reflecting the vast increased prices of real leather in the world market. Begeed-Or's Leather goods predicted an increase of 30-40 per cent on prices of leather fashions in the near future. He said he can still maintain last summer's prices because of the large stocks of raw materials he bought before the price increases.

Buyers were given an official welcome to the Week at a reception last night attended by Minister of Commerce and Industry Haim Bar-Lev.

(Leader — Page 12)

In deep sorrow, we announce the death of our dear
WALTER PERL
of Vienna

The funeral will leave today, Tuesday, February 13, 1973, at 1:30 p.m., from the Municipal Funeral Parlour, 5 Rehov Daphna, Tel Aviv, for the Holon Cemetery.

Judith Perl, wife

Dr. William Perl, brother

and Family in the U.S.A.

The Family in Israel and abroad

Our sincere condolences to
Mr. Hayim (Hellmuth) Bers and family
on the death of his mother

REBEKKA (Rivka) BERS

The Management, Staff, and their families
Robert Marcus and Co.

IN DEEP SORROW, WE ANNOUNCE
THE DEATH OF OUR BELOVED

REBEKKA BERS

(née Werblowsky)

The funeral will leave today, Tuesday, February 13, 1973, at 10:30 a.m. from the Municipal Funeral Parlour, 5 Rehov Daphna, Tel Aviv, for the Holon Cemetery.

Ruth Bers
Hayim (Hellmuth) and Eva Bers
Gerda and Menahem Elazar
Naomi and Dr. Hayim Katz
Gideon and Lea Elazar

WE EXTEND OUR HEARTFELT CONDOLENCES TO THE
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AND STAFF OF THE PATRA TRAVEL AGENCY
ON THE UNTIMELY DEATH OF

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DAN CARMEL HOTEL, HAIFA
Wed., Feb. 21, 1973
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THE PAN AMERICAN, Bat Yam
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Eight families start hunger strike EWCOMERS STRIKE FOR HOUSING NEAR WORK

By H. BEN-ADI
Jerusalem Post Reporter

OT. — Eight immigrant families at the absorption centre started a hunger strike yesterday and plan to travel to Jerusalem today to sit in at the Ministry of Absorption. They complain that they have been waiting for housing for nearly a year, and that the Ministry of Absorption has been at the absorption centre in this western town since last April. All completed the urban, and many jobs in the Tel Aviv area, see their families in Sderot a weekends.

Families will not accept temporary housing, for fear it may be permanent.

Yesterday, the Ministry of Absorption offered all seven temporary families at an undisclosed location. Families rejected the offer because they were neglected by the Ministry of Absorption. At a specified location, old The Post that they had down an earlier housing because they were told that must sign the contract before it.

said 85 families who came to Sderot centre after they already received housing. They that they were neglected by they never made a fuss or on a desk. Their police let the Ministry of Absorption a Prime Minister's office have answered; no one has come to speak to them.

ESN'T SEE PUBLIC
request for an interview with the Ministry Director-General Ashkenazi was answered, in the Ministry's Mrs. Bernstein dated December 12, he statement that Mr. Ashkenazi not receive the public.

reason pays, the families sh. They cite the case of a rum the centre who caused a tion in the Jewish Agency's seba office. He was detained police for 24 hours, and will ed in a Beersheba court on a of disturbing the peace — got a flat in Jerusalem.

the centre yesterday, The found workers moving turn-out of flats which have already vacated. The seven families that the centre was being and that they expected to be to vacate their quarters next

answer to a request to see the or, centre officials told The Post he does not come to Sderot day. The complaining families say that the director has been mely rude to them, and told that "nobody asked you to to Israel."

a families listed their problems follows:

- Khayim Indurky, 66, his wife Frieda, 51, and their son Leib are professions. The father is a technician, the mother an artist and the son an electrical eer. The family was offered flats at Givat Eshkol near Kfar but the son was offered a job Elko in Ramat Gan, and the s were promised work in Tel

turned down the flats, be order to work in Ramat Tel Aviv each of them would spend one-and-a-half day travelling by bus, three buses, and pay 114 tickets. They would like to at in Holon, but were told a Jewish Agency that no flats available there.

67-year-old Idor Herzok is a technician who is looking apartment to share with his son, a teacher of German, and his law, Dr. Rafael Salukovic, a psychiatrist employed in Bat Yam.



The eight heads of family at Sderot on the first day of their hunger strike for housing closer to Tel Aviv, where they work. (Ben-Adi)

The Jewish Agency refuses to give Mr. Herzok an apartment to himself, because he might someday be a social welfare case. His children want him to stay with them, but the flat they were offered in Holon requires IL20,000 payment within one year, aside from IL300 monthly interim rent and a IL39,000 mortgage. No one has given them an idea where they can find IL20,000.

- Mrs. Yenta Pineski, 50, and her husband, a textile technician working at Ramat Hahayal, say they were not offered a flat, "because there are no flats for childless couples."
- Gedalya Altman has a job as a bank accountant in Tel Aviv. He, his wife and four-year-old son live with his parents in Bnei Brak. They were offered a flat north of Netanya but refused it because of the two-and-a-half-hour bus ride and the IL4 daily fare.
- Electrical engineer Boris Edelmann, 29, has a job with Tadmor in Holon. His wife and their six-month-old son, born here, live with her parents in Beersheba. There is no flat available in Holon. They were offered a flat near Rehovot which allegedly had already been refused by five new immigrant families.
- Gen. Fradka, 53, a widow and her son, a construction engineer, have been promised that "eventually" they would get an apartment in Jerusalem. Meanwhile her son has a temporary job as a construction worker in Sderot.
- Mrs. Ann Garber, a translator of French, has been promised a job with a lawyer in Tel Aviv, where her husband works at Ha'argaz. He lives with his parents in Givat Eshkol and visits his wife and four-year-old son on the weekend. The couple has been offered a flat with his parents, but refused it because of transportation difficulties and problems posed by the family and in-laws living together.

Attempt to burn mission press fails

An abortive attempt was made Sunday night to set fire to a missionary printing shop in Jerusalem's Bak'a quarter.

Residents of the building which houses the "Mount Zion Reporter" press discovered yesterday morning that a pile of pamphlets had been partially burned, and someone had been poured in several places throughout the print shop. The fire, it appeared, had gone out before it had a chance to spread.

The "Mount Zion Reporter" is a monthly dealing with religious subjects. The press also prints various pamphlets and leaflets for missionary groups.

Several months ago the shop was invaded by members of the Jewish Defence League, who had to be removed by police.

Last week fire was set to the International Centre for the Holy Scriptures, a missionary centre on the Mount of Olives. Four JDL members and two yeshiva students were arrested as suspects. (Him)

Boy sent to jail; no closed home for juveniles

HAIFA. — A juvenile court judge has sent a 14-year-old boy to prison for six months yesterday, and then complained that what he had done was not in the boy's best interests.

Judge Aharon Melamed convicted the boy of several burglaries and car-theft, committed after he had run away from a reform school. The boy has a long list of previous convictions, and various attempts to rehabilitate him have all failed, with the boy running away each time.

The judge decried the absence of a closed institution to which the boy could be sent for suitable rehabilitation. It is impossible, he noted, to deal with such cases in a home from which delinquents can escape so easily.

The boy had been in the Gil Am juvenile home — a closed institution — but it was shut down last year. The boy was taken to another home from which he escaped two days later. (Him)

MEDITERRANEAN IS MOST POLLUTED SEA

By YAAQOV FRIEDLER
Jerusalem Post Reporter

HAIFA. — The Mediterranean Sea is more polluted and pollution-prone than other bodies of water. Its eastern shores, including Israel, are the most affected, scientists of the Oceanographic and Limnological Research Company told the press yesterday.

"But due to the proliferation of authorities responsible, with no coordination between them, we feel impotent in dealing with the problem," Mr. Yohai Bin-Nun, the general manager of the company said.

The company was concentrating on the research side of the problem, he said.

Its Chief Scientist, Dr. Avraham Golik, explained that in addition to pollution from its own coasts, especially the heavily industrialized Italian and French shores, the Mediterranean also served as a sort of garbage dump for many of the pollutants from the Atlantic Ocean. These enter with the surface water, through the Straits of Gibraltar, sink further down in the Mediterranean, pollute it, and only gradually flow out again through the Straits. Due to the prevailing westerly weather, the pollutants tend to flow towards the eastern shores.

INVENTORY OF POLLUTANTS
He urged immediate preparation of an inventory of the various pollutants according to their danger to plankton, and through the food chain up to fish and finally man.

He did not advocate "immediate drastic steps," such as forbidding the disposal of all wastes into the sea. However, dumping of more toxic wastes, such as mercury compounds, should be stopped at once, he said.

(On Thursday Technion scientists announced they had detected concentrations of toxic methyl mercury in Haifa Bay fish four times the maximum safety limit adopted by Israeli and U.S. health authorities. Samplings showed that Haifa Bay water contained up to 30 times more mercury than the world sea average, while water from the area north of Ashdod contained only one-eighth the amount of mercury in the bay water — clearly pointing to industrial sewage in the Bay area as a main source of the pollution.)

Mr. Bin-Nun said the company has invited Professor Richard Dugdale, of the University of Washington, who is presently engaged in sea pollution research in Athens for the Greek government, to meet its scientists and survey the situation along Israel's coasts — the Mediterranean, the Red Sea and Lake Kinneret. Professor Dugdale, who was accompanied by his associate, Dr. Tom Hopkins, a marine physicist, completed his visit yesterday.

COMPUTER SIMULATION
He said he was now concentrating on developing computer simulation of marine processes, with the aim of predicting what effect different kinds of pollution would have. He stressed that the Mediterranean pollution was not only a problem of the countries bordering it, but of the Atlantic countries too. Atlantic pollutants flow into the Mediterranean, and do their damage here.

"We don't know exactly what and how much of it is going on. But we estimate that there are from 100 to 1,000 identifiable pollutants in the sea, some of them insignificant. To draw up a list of 20 compounds that should be studied for their potential danger."

While the sea, through its own biology can cope with a certain amount of pollution, he thought it essential that scientists get a clear picture of the limits. Their findings should be incorporated into effective international conventions for the prevention of sea pollution.

He noted that stopping the flow of industrial waste into the sea was easier in rich countries, "who can take the close-down of a whole industry in its stride." In a smaller country, this may cause ruin.

As to Israel, he considered the problem of oil spills at the tanker terminals in Eilat and Ashdod the one most easy to solve. "Experience in the U.S. has shown that where each loading operation is carefully supervised, no 'accidents' happen. But when nobody looks they do. The answer is very careful supervision and stiff fines."

In Lake Kinneret, he thought, an exhaustive study should be made of the effects of the flow of chemicals on the lake plankton, which has a tendency to flourish even without outside nutrients. In the Mediterranean the problem was the extremely rapid circulation of surface and deep water, resulting from the sea's hydrodynamic regime.

Police won't expel squatters from kibbutz

ASHKELON. — Police said yesterday they would not use force to expel a group of 12 Kiryat Malachi residents squatting at abandoned Kibbutz Kedma unless the Jewish Agency gets a court eviction order.

The buildings of the former kibbutz, off the Kaasina-Beersheba highway, had been occupied until recently only by a religious group calling itself "The Family of Israel." After fights broke out between them and the new arrivals from Kiryat Malachi, the Jewish Agency asked police to remove the latter.

Police said yesterday that on Sunday they told the leader of the Kiryat Malachi squatters, Shlomo Asul, to immediately vacate the four Kedma buildings his group was occupying. They added that they later called all 12 squatters to the Kiryat Gat station for questioning.

The "Family of Israel" group has been trying to rehabilitate young delinquents and drug addicts. The legality of their stay at Kedma is due to be challenged in court by the Lands Authority.

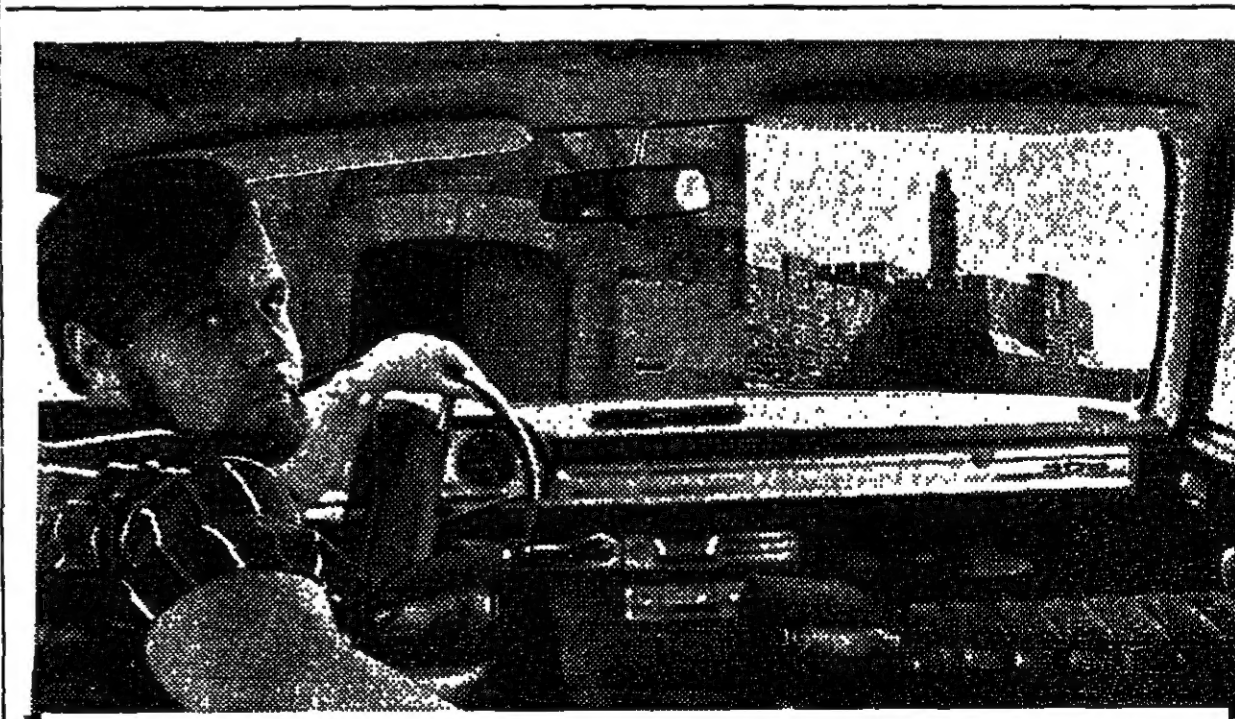
School strike at Rosh Ha'ayin ends

ROSH HA'AYIN. — Students of the Rogosin religious comprehensive school went back to their classes yesterday, after a week-long strike.

On Sunday, the Education Ministry assured the parents' committee, who had begun a hunger strike at the Western Wall, that their demands will be met.

The parents want a four-year-old promise to add a wing to the school fulfilled. It would make room for 16 classrooms, a gymnasium, dining facilities and laboratories. More than a third of the school's 700 pupils, the parents had complained, went to class in sheds and shelters.

The Education Ministry assured the parents one of its officials would go to Rosh Ha'ayin next week to get the new wing's construction started immediately. (Him)



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Jordan reduces levy on goods from West Bank

Jerusalem Post Arab Affairs Reporter

Jordan yesterday reduced the tax levied on commodities entering from the West Bank. A Government decree levied on commodities entering from 12 to 10 per cent on goods entering Jordan and from 12 to five per cent on goods intended for export to other Arab states.

The import tax on West Bank goods was imposed last November. The reduction which went into effect yesterday followed contacts between West Bank leaders and Amman.

Hunting season over until September

TEL AVIV. — The hunting season is over. From now until September, hunters are permitted to shoot only wild boars and porcupines — and only in specifically restricted areas, the Nature Reserves Authority announced.

Some 60 hunters who failed to comply with regulations during the season, just ended, were presented in court, the authority said. Though there was plenty of wild duck, partridge and rabbit, hunters were found guilty of overkilling and of hunting in prohibited areas.

The sentences included fines and the suspension of their hunting licenses.

EBAN GOING TO LONDON

Foreign Minister Abba Eban will be in London on Wednesday for a three-day visit on behalf of the Joint Palestine Appeal. He will address meetings in London and Manchester, returning home to Israel over the weekend.

Mr. Eban will not be meeting with any British Government officials, Foreign Ministry sources said in Jerusalem yesterday. British Foreign Secretary, Sir Alec Douglas-Home will be out of the country during Mr. Eban's visit.

The Foreign Ministry has apparently decided not to take up problems of the E.E.C. with British leaders until after the meeting of the joint E.E.C.-Israel Commission set for Jerusalem later this week. Britain is known to have reservations about the proposed Mediterranean free trade area — an idea which France proposed and which Israel favours.

Kollek reception for Georgian immigrants

Five hundred recent immigrants from Georgia who are presently living in Jerusalem were the guests of Mayor and Mrs. Teddy Kollek last night at a reception at the Israel Museum.

Among the participants were 50 Georgians who are police candidates. They are presently studying in a language upan run by the police in Beit Shמש. On graduation, they will begin actual police training.

The programme concluded with a folklore presentation by a recently formed Georgian troupe.

Tel Aviv budget up to IL340m.; no tax rise

Jerusalem Post Reporter

TEL AVIV. — The City's budget for 1973/74 will be IL340m., according to estimates presented to the City Council. The budget this year is IL275m.

Despite the increase, no rise in rates is expected. The City hopes to finance as much of the added expenditure as possible by increased collections on various service fees.

Mayor Yehoshua Rabinowitz said that the significant increase represents the general inflationary spiral affecting the whole economy. The cities, he argued, now have to pay far more for services, wages and materials. The steady rise in prices, the Mayor maintained, is especially hard on municipal administrations, whose income depends on the size of dwellings, not on a resident's earnings.

Judge loses patience with city inspectors

Jerusalem's Municipal Court Judge Avraham Ben-Hador yesterday ordered two municipal health inspectors arrested, for failing to show up to testify in his court.

The two, Benjamin Ben-Zion and Albert Elroy, were scheduled to appear as witnesses for the City in its case against 16 residents of an apartment house in Rehov Mevo Timna (Ramat Eshkol). The City charged the residents with failing to build a proper bin for the garbage cans.

When the witnesses failed to appear, Judge Ben-Hador recessed the court and sent a note to the Municipality, asking that the two be sent to court. However, the inspectors were not found. The Judge then lost his patience and ordered their arrest, asking that they be brought before him when the trial resumes in a month's time.

They will be released only under third-party bond of IL1,500 each.

A FREED EXHIBIT illustrating the life of the founder of psychoanalysis was opened yesterday at the Tel Aviv University Library by West German Ambassador Mr. Jesco von Puttkamer. The exhibit will remain until February 25, and then move on to the Hebrew University and the Haifa University.

FAST DELIVERY from leading furniture suppliers is the good news. Danish Interiors Merchandise Mgr. has just returned from a special trip to Europe and Danish is happy to announce that its suppliers are cooperating splendidly. Therefore there is still time to choose from a large selection of top quality furnishings, carpeting and rugs. As always, whether your budget is small or great, you will find the best values at Danish.

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116 U.S. PRISONERS FREED BY HANOI ARE FLOWN OUT

CLARK AIR BASE, Philippines (UPI). — The first group of American prisoners from the Vietnam war received a hero's welcome yesterday. For one, it was the first taste of freedom in more than eight and a half years.

A total of 116 men flew in from Hanoi in three medical flights. Nearly seven hours after the first plane from North Vietnam arrived, 26 more P.O.W.s who had been held in South Vietnam arrived at Clark Air Force base. Another prisoner, a civilian in South Vietnam, got off in Saigon where he was hospitalized, Pentagon sources said.

"God bless America," said a tearful Navy Capt. Jeremiah Denton, the first P.O.W. off the C-141 Star-lifter evacuation plane which brought the first group 1,450 kms. from Hanoi to Clark.

The 27 prisoners held by the Vietcong were released at Loc Ninh, South Vietnam, more than 12 hours later than expected because of a procedural hassle between members of the four-power Joint Military Commission (J.M.C.) charged with supervising the release. The P.O.W.s first went to Saigon, then took off from there for Clark.

Preliminary medical examination of those released in Hanoi indicated no one required medical treatment and detailed physical examinations will not begin until they complete a rest period today, a hospital spokesman at Clark said.

The first group of prisoners released by Hanoi included Navy Lt. Cmdr. Everett Alvarez, who had been a prisoner for eight and a half years — longest of any American held in North Vietnam. He was the second man to get off the plane at Clark and saluted but said nothing.

Many of the P.O.W.s arriving at Clark laughed, some cried, and all got a hero's welcome.

Lieutenant Commander Milton Baker, of the operation homecoming command in Clark, said the P.O.W.s asked questions about sports, fashions, their military ranks and Women's Lib.

Asked if they knew of recent world news — such as the death of President Lyndon Johnson — Commander Baker replied: "Yes. They had some access to newspapers."

The 116 P.O.W.s were the first of 592 prisoners scheduled to go free by March 29 under the Paris cease-fire agreement.

Some of the men hobbled as they left the planes. Some limped. They were carried in stretchers. But most managed a smile and a wave

to hundreds of fellow Americans. "Welcome home, beautiful men," read a sign painted on a sheet and waved by a group of women waiting at the base 80 kms. north of Manila.

A U.S. Air Force sergeant who flew into Loc Ninh to help release captured South Vietnamese soldiers said the Americans looked "fantastic." "They were just in high spirits," he said. "They were feeling good, wearing the clothes they were captured in, looking thin but happy."

The dispute between the four members of the J.M.C. arose when some Communist prisoners refused to board their evacuation aircraft, apparently because they feared a trick.

The release of the Americans had been contingent on the freeing of more than 3,000 North and South Vietnamese. The Communist prisoners were to be turned over at Loc

Ninh and Quang Tri. At about the same time, the Americans were being freed, two U.S. Air Force C-130s picked up two plane-loads of about 80 South Vietnamese soldiers each and flew them to Bien Hoa near Saigon.

There was a small military band to greet the South Vietnamese and when they came into earshot some of them skipped and some of them fell into step.

President Nixon hailed the release of the U.S. P.O.W.s, and in the words of Abraham Lincoln, urged the nation to "mark this special Sunday with a prayer of thanks for all who have borne this battle — and made peace with honour possible."

In a statement issued from the Western White House, the President urged the nation to "resolve anew to be worthy of the sacrifices they have made."

After embassy arms discovery Iraq 'surprised' at Pakistan ousters

BAGHDAD (Reuters). — The Iraqi government is viewing with extreme surprise and concern reports of measures taken by the Pakistani authorities against the Iraqi embassy in Islamabad and Iraqis in Pakistan, the official Iraqi news agency said here yesterday.

(This was the first Iraqi reference to the Pakistani government's announcement on Saturday that a huge haul of arms had been uncovered at the Iraqi embassy and declaration of Ambassador Hikmat Suleiman and an attaché at the embassy as *personae non gratae*.)

The agency said the Iraqi government would take the appropriate attitude and measures in the light of the official information it would receive.

Mr. Suleiman, meanwhile left for Karachi en route for Baghdad, authoritative sources said.

The sources said Mr. Suleiman, who had been ambassador here for six months, was booked on a Kuwait Airways flight from Karachi to Baghdad today.

On arrival in Karachi, Mr. Suleiman said yesterday that arms were not intended for use against Pakistan. Pressed by reporters to disclose the final destination of the Soviet-designed weapons — which included over 300 sub-machineguns and 60,000 rounds of ammunition, Mr. Suleiman said: "You can draw your own conclusions. I can only

say these arms were not meant for use against Pakistan."

There was no word of the whereabouts of the Iraqi attaché also declared *persona non grata*, but informed sources said the diplomat, consular affairs attaché Nisar Saud, left Pakistan before the arms haul was found on Saturday.

Usually reliable sources said President Zulfikar Ali Bhutto was yesterday meeting senior aides to discuss the situation in the country following the arms discovery.

Pakistan's four provincial governments were also converging on the federal capital for a governors' conference today, they added.

Various newspapers yesterday condemned indignantly what they called "this gun-running racket."

The government-owned daily, "Pakistan Times," said Pakistan's reaction — expulsion of the two diplomats, recall of Islamabad's own envoy in Baghdad and strong protest to Iraq — was too merciful.

"The enormity of the embassy's crime calls for a total break with Baghdad — of course without prejudice to our brotherly relations with the people of Iraq who, we are sure, neither knew nor would approve of their diplomats' cloak-and-dagger activities in Pakistan," it said.

Anti-tank missiles washed ashore in Britain

LONDON (AP). — Hundreds of anti-tank missiles and 3,200 rounds of small arms ammunition have washed ashore on Britain's coasts during the past 11 days, a spokesman for the Royal Navy said yesterday.

The navy has exploded 867 of the 940 missiles located so far on the southwest coast, he said. The ammunition, which came ashore in Pembrokeshire in Wales, could all have come from the same source, he added.

The spokesman said he could not comment on how the weapons came to be in the sea, but he would not deny a report published in Tel Aviv that they were part of the cargo of an Israeli ship, the 4,525-ton *Gallia*, swept overboard in a violent storm in the Atlantic early this year.

The shells were described as 84-mm. Carl Gustav anti-tank missiles with practice heads fitted.

Douglas-Home in Liberia

MONROVIA, Liberia (AP). — British Foreign Secretary Sir Alec Douglas-Home arrived here yesterday from Senegal to continue his three-nation West African tour.

At the airport, Douglas-Home — the first British Foreign Secretary to visit here — said that today the African continent has many claims on the attention and goodwill of Europe.

VISITS. — Foreign Minister Kim Yong Shik of South Korea left yesterday for official visits to West Germany, Britain and the U.S.

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Ugandan police bind William Nkoku to stake in a football stadium in Jinja on Saturday to await execution by firing squad. Nkoku was sentenced to death by a military tribunal for alleged guerrilla activities. (AP radiophoto)

Kenyans rap Uganda terror

NAIROBI (AP). — Kenyan newspapers reacted bitterly yesterday to the public execution in Uganda of 12 men convicted by a military court of guerrilla activities and accused of the murder of a British official.

The mass circulation tabloid "Nation" said not all acts of lawlessness in Uganda have been perpetrated by guerrillas. It said the disappearance of Uganda's chief justice and the murder of the chief magistrate of Kampala "were planned and executed by Amin's own men."

The paper added: "There is a large element of doubt as to whether anyone either killed or sentenced to death by military tribunals was

in fact a guerrilla. The unfair trial of the 12 unfortunate Ugandans is absolutely indefensible."

"The exercise of chaining hooded men to the trees, watched in silence by thousands of relatives and the population — men, women and children — is cowardly, revolting and outrageous."

The "East African Standard" said: "The macabre extent of public fear in a reign of terror that has fallen upon a once prosperous country is not fully realized."

"It would be shameful for anybody to try to ignore the dreadful events in Uganda. The reality of the extent of the great blood-bath in Uganda, where innumerable thousands have perished, compared with the terror of the French revolution," the daily said.

Rhodesia 'has proof' that Zambians fired on fishermen

SALISBURY. — Rhodesia has "positive proof" that the men who fired on a group of white fishermen, killing one and wounding two, were Zambian soldiers, a government spokesman said yesterday.

The spokesman did not give details of the "positive proof," but said Rhodesia has sent an official protest note to the Zambian government.

Winston Frank Austen, 28, was killed a few kilometres downstream from Chirundu. Ernest John Whittaker, 31, and Raymond Greef, 25, were injured.

Greef said yesterday no warning shots were directed at the boat from Zambia before the attack, and that whoever was firing remained hidden.

In Lusaka yesterday, Zambia accused Rhodesia of violating its territory, airspace and waters along the Zambezi river border.

A government spokesman, saying that details would be released later,

added that the violations had been committed by Rhodesian and South African forces.

The Zambian government spokesman denied the Rhodesian charge of firing on the three fishermen and said that Rhodesian forces had fired on Zambians.

Zambia's side of the Zambezi river was declared a restricted area last December, making its use unlawful without government authority.

Zambia's Foreign Minister Elijah Mudenda said yesterday that African guerrillas fighting in Rhodesia are also based there.

The Rhodesian regime's decision to close the border with Zambia was based purely on desperation, he said.

The Foreign Minister was briefing the four-man U.N. Security Council team which arrived in Lusaka on Sunday to assess Zambia's import and export needs following Zambia's decision not to use the southern route through Rhodesia. (UPI, AP)

CRISIS IN SIXTH DAY Uruguayan President spurns rebel proposals

MONTEVIDEO (UPI). — President Juan María Bordaberry has rejected the political programme demanded by the leaders of an armed but bloodless rebellion and has decided not to resign, relatives said yesterday. His decision may force a showdown in the Uruguayan capital, political observers said.

Mr. Bordaberry's relatives on Sunday night left the presidential palace after seven hours' consideration of the 19-point programme covering all facets of political and economic life, which army and air force generals insist he must adopt if he wants to continue in office.

"He will not resign and he has rejected the demands," an aunt said.

Teenage girls plant bomb in Ulster

BELFAST. — A bomb planted by two girls in a shoe store in Belfast's city centre yesterday demolished the three-story building and seriously damaged surrounding premises. The occupants were able to flee, however, before the explosion, and there were no casualties.

The bomb was found by a sales clerk in the women's toilet of the shop when she became suspicious on seeing the two girls, both in their late teens, leaving without the suitcase one was carrying when they arrived.

The alarm was given, and customers and shop personnel left.

The explosion followed a week-end of violence in which two nine-year-old girls were hit by stray bullets and gunmen in a speeding car opened up on men standing on a Belfast street corner. A school-teacher and a girl died in an explosion in County Down. Security officials said they were members of the Irish Republican Army and were killed by their own bomb.

After a weekend strategy conference among the militant Protestant groups to outline new strategies, sources within the groups said the more militant elements were demanding violent measures unless the army released 12 Protestant extremists arrested over the weekend.

They said the various militant organizations were also setting up dual command structures so that if any leaders are picked up there will be immediate replacements.

Among the 12 men detained was John McKeague, leader of the "Red Hand," a small Protestant group suspected by police of being responsible for many attacks against Roman Catholics in recent weeks.

A Red Hand spokesman said today McKeague has been ordered to end a hunger strike he started when arrested on Friday, but an army spokesman said he has refused.

"He has told us he will be dead by midnight Thursday," the army spokesman said.

The Red Hand warned last night that if McKeague died as a result of his hunger strike "it will be a spark to set off another spate of violence" in Northern Ireland. (AP, UPI)

World's biggest haul of raw opium seized

TEHERAN. — Iranian forces seized the world's largest haul of raw opium, 12½ tons, found in an oil tanker truck the Afghan border, police officials said yesterday.

The forces detained eight men travelling aboard the truck, which they said had been in across the border from Pakistan.

The opium haul would have street value of about \$248m, sources said.

Under Iran's strict anti-drug laws, anyone convicted of possessing more than two kilos of opium faces the death sentence. (UPI)

Greeks jail arms smugglers

ATKOS, Greece (Reuters). — Greek court has sentenced the captain and crew of the Lebanese ship *La Perle* to prison terms ranging from one and a half to three years on charges of smuggling and possession of weapons.

The 600-ton ship was seized in September when customs officers discovered a quantity of weapons hidden in cases of whisky.

According to the indictment, the ship was carrying four machineguns, 5,307 pistols, 12 automatic rifles, 7m. pistol bullets, 24 machinegun bullets, and other arms.

Greek officials told the court the suspected weapons were headed for Greece.

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NOTIFICATION TO PARENT

District Court

Tel Aviv

To: Mr. Daniel Schrook Moore



Be advised that this Court is about to issue an order covering the adoption of your son, born Nov. 27, 1971, by whomsoever the Court will see fit. This Court Order will put an end to all obligations and rights between the child and his parents and other relatives and to the powers vested in them with regard to his child, unless otherwise ordered by the Court in the adoption order. If you oppose your son's adoption, you are hereby invited to present a written appeal to the Secretary of the Court, within 30 days from the date of publication of this notification. If you do not do this, the Court will have the authority to make an adoption order, as it deems fit. If you submit your objection within the stated period, you will be invited to the Court to give reasons why the aforementioned adoption order should not be given. February 8, 1973.

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Gaullists slip another point as French election campaign begins stalled by Hungary issue

IS (Reuters). — Campaigning the right-wing newspaper "Aurore," opened yesterday for next week's French Parliamentary elections. The Gaullists, who have been dropping another point in the opinion poll, published yesterday in the first round of the election, gave the Gaullists 35 per cent of the vote in the first round of the election, to be held on March 4. A second round will be held for constituencies where no candidate polls at least 50 per cent of the vote will be held a week later.

The Gaullists' left-wing opponents, Socialists, Communists and a small Socialist splinter group — got 47 per cent of the opinion poll vote. The last major poll, published last Wednesday in the conservative "Le Figaro," had given the Gaullists 38 per cent of the first-round poll, the leftists 47 per cent and the Communist reformers 14 per cent. The reformers climbed to 17 per cent in yesterday's poll, and the extreme right-wing got one per cent.

Although the campaign officially got under way at midnight last night, it has been going on unofficially for weeks with bitter skirmishing between the Gaullists and the leftists.

Indonesia ousts U.S. bride of tribal chief

URTA (AP). — Wyn Sar, an American anthropologist who married a Stone Age chief in West Irian (New Guinea), has been expelled from the jungle because her activities are detrimental to the development of the area, the semi-official Antara agency reported yesterday. Wyn Sar, 32, was the wife of a military commander, but after her husband's death, she remained in the area, and asked the Immigration Department not to extend her which expired January 30. Wyn Sar was not known whether she had already left West Irian for four months to conduct research on the sex life of tribes and wear only leaves and strings to follow the customs of her husband, Obaharok, the chief of the Mula Tribe in the heart of West Irian.

The unexpected popularity of the left-wing opposition, which last year worked out a coalition programme for governing the country in case they win the election, is obviously causing the Gaullist camp grave concern.

Leading Gaullists have been hammering away at the theme that Frenchmen cannot trust the Communists, obviously hoping to drive a wedge between the two left-wing partners.

JDL members held in New York after protest

NEW YORK (AP). — Eighteen members of a Jewish Defence League were held here on Sunday outside the Israeli mission to the United Nations after a demonstration outside the mission to protest the Soviet invasion of Czechoslovakia. The group, which was disrupted by police, was arrested on charges of disorderly conduct and harassment. During a demonstration outside the Soviet mission to protest the Soviet invasion of Czechoslovakia, a group of about 15 J.D.L. members disrupted services at the East Synagogue across from the Israeli mission and took over the synagogue for about six hours, according to the synagogue's rabbi.

Paraguay's President re-elected

ASUNCION (UPI). — Gen. Alfredo Stroessner won his fifth consecutive five-year term as president of Paraguay on Sunday. The victory gave him five times the votes of his nearest rival. Gen. Stroessner, in near-complete returns, tallied 548,513 votes, for his Colorado (Red) party, to 14,072 for the Liberal Radical party candidate Gustavo Frias and 15,583 for the Radical candidate Carlos Levi Rueda. The Christian Democrats and the revolutionary Frontista party called on supporters to cast blank ballots as a sign of opposition to Stroessner.

Although the campaign officially got under way at midnight last night, it has been going on unofficially for weeks with bitter skirmishing between the Gaullists and the leftists.

The unexpected popularity of the left-wing opposition, which last year worked out a coalition programme for governing the country in case they win the election, is obviously causing the Gaullist camp grave concern.

Judaism no crime in Italy — if no-one sees you

VIGGO, Italy (AP). — A local court has made an unprecedented decision for Italy when it ruled it is no crime to go naked on a beach — at least when there is no crowd. The court acquitted two women, Lentisch, 33, and Gabella Adel, 27, from Kibbiza, West Germany, of obscenity charges for lying down and sunbathing in the nude on a deserted Adriatic beach.

Lava again threat to Iceland town

REIKJAVIK (UPI). — Glowing lava streams flowed in three directions from the Hagafjell volcano yesterday, closing the strait to the harbour still further and threatening the town of Vestmannaeyjar. Rescue teams tried to stop the lava flowing towards the town by shooting it with water to make it harder. "It helps a little and the snow also helps," a rescue worker said. By yesterday afternoon the lava stream had moved another 20 metres and was only 50 metres from the outskirts of the town.

Europe's top bosses believe they're best

By DAVID HAWORTH, BRUSSELS (Otago). — A survey of senior managers in Europe reveals that the Continent's industrial leaders have a powerful opinion of themselves. Most of 400 managers interviewed believe they were born to do jobs and have innate personal abilities which explain their success in them. They assume, as a class, that they have superior intelligence to others, and that the skills which make them "ideal managers" should be taught. When asked what he associated with the word "manager," a 46-year-old director of a German firm replied: "A manager must be a person who is not only highly well-bred, and he must have a touch of madness about him. He must achieve personal fulfilment for the good of the company." Of course, there were a few managers with a less grandiose idea of their work, but the survey showed that the management elite in Europe believed that only 12 to 15 per cent of European managers thought in purely rational terms about their occupation. In answer to questions about their first duty as managers, 26 per cent said it was to motivate others, 25 per cent believed it was to have a wide knowledge and be well-adjusted. Low on the list of priorities were will-power and perseverance. — were specialist skills and organizational ability. Managing was considered pre-eminently by a more modest group of 40 per cent of those covered by the survey. "One is less in this profession

President Pompidou took up this argument last Thursday night in a television interview, saying that the Socialist party had become a "house of cards" and the Communists, whose aspirations, he added, responded to none of the traditional qualities of the independent, freedom-loving French.

The President hinted that he would not accept a leftist victory but would dissolve Parliament and call new elections in the hope that the electorate would vote more to his liking a second time.

to earn money than to do a job which embraces the whole world," said another German director. But although managers see themselves as chosen people, they are also deeply unsure of themselves, and this uncertainty apparently makes contact with colleagues in the company an emotionally loaded problem: they feel constantly threatened by them. Most industrial bosses have an uncomfortable feeling of not doing enough for their professional development, which is a paradox when at the same time most European managers say that management cannot be learned. Replying to a question about whether they would do more for self-improvement if they had time, 70 per cent agreed they would — with the exception of Belgium, where the results were much lower than for other countries. The idea of a management elite has been fostered by the traditions of European management for nearly 200 years but — as the survey makes clear — the pressures on factory bosses increase and unions are less prepared than ever before to accept what they regard as an out-of-date hierarchical structure. "The European manager finds he can no longer wave the magic wand and sit on his throne over subordinates, but has to work for and defend his position every day. Some 78 per cent of the managers surveyed feel this way. "You already find very young managers to whom a man of 40 seems to be old and they would happily get rid of him if they could," one director said. "It's very difficult to keep a sense of proportion."

Washington (AP). — The U.S. will offer some new peace initiative in the Middle East "at some appropriate moment" after it finishes reviewing the situation, according to John Scali, the new U.S. Ambassador to the United Nations.

'New U.S. move in M.E.' — Scali

WASHINGTON (AP). — The U.S. will offer some new peace initiative in the Middle East "at some appropriate moment" after it finishes reviewing the situation, according to John Scali, the new U.S. Ambassador to the United Nations.

Mr. Scali, who was interviewed on the ABC-TV broadcast on Sunday night, said that the U.S. also had every intention of developing normal and friendly relations with North Vietnam "after peace comes to all of Indochina."



Heavy smoke pours from Staten Island gas storage tank after explosion on Saturday. At least 40 men are thought to have been killed in the blast.

Blast site yields 26 charred bodies

NEW YORK (UPI). — The rubble-covered pit of a gas storage tank on Staten Island, Sunday yielded the bodies of 26 of the 40 men presumed lost when the cone-shaped structure blew up. Firemen put up powerful floodlights on the rim of the giant tank to continue their search through the night.

The bodies were hidden under chunks of the concrete roof that had collapsed in the explosion. Those recovered were so blast- and fire-charred that identification would be a laborious process.

As the pine boxes containing the bodies were lifted out of the 10-storey tank by cranes, a man who watched the operation from the scotched rim of the tank reported: "The bodies are in pieces. They were so charred they just fell apart when the firemen touched them."

As the bodies went to the morgue for autopsies, medical examiners said most would have to be identified through dental charts. The first few autopsies showed the men had died of smoke inhalation.

Mayer John Lindsay, visiting the rim of the tank Sunday, expressed thankfulness that the explosion "presented no residential threat," but added: "It's obvious that the future of these things (storage tanks) will have to be examined."

The President's visit, which follows mounting pro-Arab feeling here since Chad's diplomatic break with Israel last November, will include the Lebanon and Saudi Arabia, the sources said.

Chad President 'to tour Arab states'

FORT LAMY (Reuters). — Chad's President Francois Tombalbaye leaves next weekend for Cairo at the start of a tour of Arab countries, according to well-informed sources here.

The President's visit, which follows mounting pro-Arab feeling here since Chad's diplomatic break with Israel last November, will include the Lebanon and Saudi Arabia, the sources said.

Airline staffs may strike unless security is improved

LONDON (Reuters). — A powerful new international transport workers organisation has warned that staff on all the world's major airlines may strike simultaneously unless security against terrorism is improved.

Mr. Charles Blyth, general secretary of the International Transport Workers Federation, said here on Sunday that his organisation and the International Federation of Airline Pilots (IFALPA) set up a committee in London over the weekend to deal with hijacking and sabotage.

Mr. Blyth said the two federations had amalgamated and had a membership of about 5,500,000. There were 370 unions in 82 countries in his own organisation, while IFALPA represented the majority of the world's pilots.

Together, he said, the two organisations had the power to call a world air stoppage.

Life sentence in hatchet murder of London butler

LONDON (Reuters). — A Moroccan male nurse got a life sentence yesterday for hacking a homosexual butler to death.

Moustapha Bassaine, 27, was found guilty of killing 65-year-old Julian Sesse with a meat cleaver and knife in a flat in London's plush Belgrave area. The butler's body was found in a basement of the house, belonging to his employer, television company Chairman Lord Bernstein. Bassaine was also found guilty of stealing £50 from the house.

Bassaine said he had met Sesse socially but added that they had no relations together. He blamed the murder on a girlfriend who he said was jealous of his friendship with the butler.

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Palmer wins his 61st

ARNOLD Palmer won the Bob Hope Desert Golf Classic with a total 17 strokes under par. He bucked heavy rain and winds to beat out fellow-Americans Jack Nicklaus, Johnny Miller and Gay Brewer for the \$32,000 top money.

It was the 61st — and perhaps the most welcome — victory of Palmer's fabled career as the living legend once again confounded the critics who, for the fourth or fifth time, had said: "Now, at last, he's through. He won't win again."

The 43-year-old master, probably the most popular player the ancient game has ever known, secured his first triumph since July 25, 1971 with a final round 69, three under par on the rain-soaked, wind-whipped Bermuda Dunes Country Club course.

TENNIS

STAN Smith blew a two-set lead and had to struggle through five sets against Bob Lutz in Philadelphia Sunday before winning his first tournament on the World Championship Tennis Tour.

The 26-year-old Smith, America's top-ranked player, earned the \$10,000 first prize with 7-6, 7-6, 6-4, 1-6, 6-4 triumph over his long-standing friend and doubles partner.



In the doubles, Americans Brian Gottfried and Dick Stockton teamed to defeat top-seeded Rod Laver and Roy Emerson of Australia 4-6, 6-3, 6-4. It was the first defeat after 15 straight victories in four tournaments for the Laver-Emerson team.

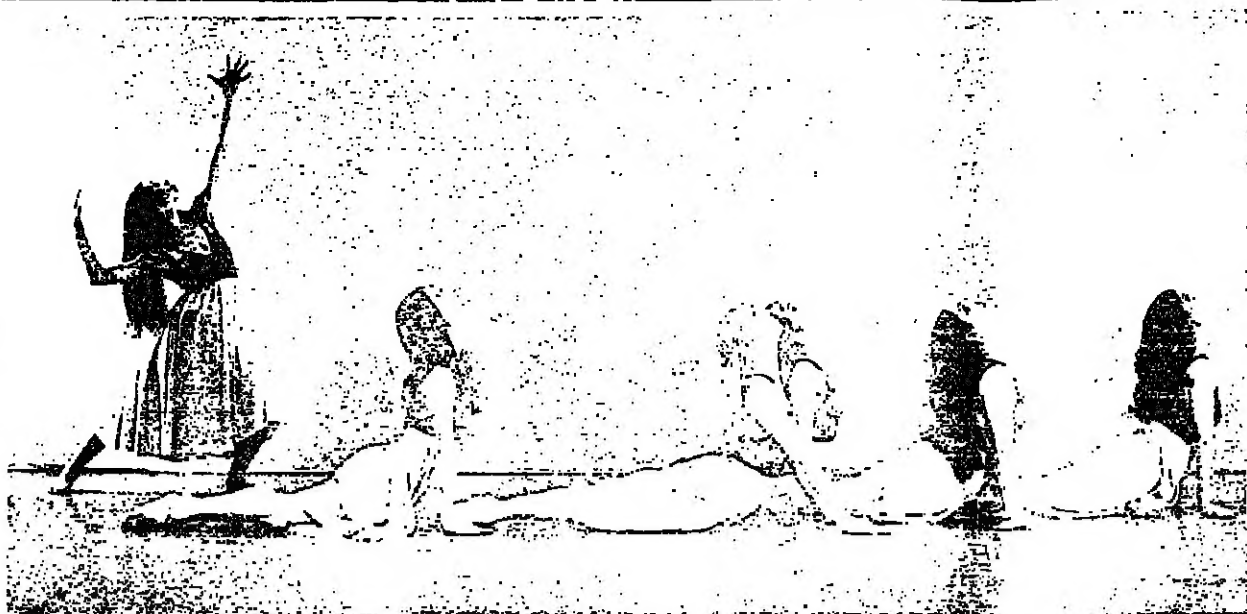
In Miami, Margaret Court of Australia won her 12th straight tournament Sunday with a come-from-behind 4-6, 6-1, 7-5 victory over Kerry Melville, also of Australia, in the \$30,000 Barnett Banks Classic on the Virginia Slims tour.

Mrs. Court won the final four games of the third set, pulling from a 3-5 deficit and winning her 59th consecutive match.

ATHLETICS

KIP Keino, Olympic steeplechase gold medalist, yesterday signed a contract to run professionally in the United States and Canada with the International Track Association (ITA).

The 33-year-old Kenyan, recently was involved in a squabble over his amateur standing.



Nira Paz and Bat-Dor dancers in dove-like 'Palomas'

(Mula and Barimaty)

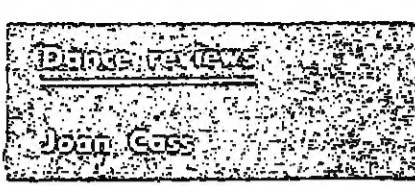
Bat-Dor: Mixed bag of styles

THE Bat-Dor Dance Company brings us a mixed bag of styles in their latest programme. Most successful in choreography and performance, are Manuel Alum's two works, "Palomas" and "Juana," both structured in the Merce Cunningham manner.

One's first impression is of free form, but gradually the patterning emerges. The dancers are often doing the same things, but since they begin their phrases at different, irregular intervals, they seem to be moving at random.

Alum's compositions are more intentionally symbolic than Cunningham's. In "Palomas" his six female figures, strikingly led by Nira Paz, take their themes from anguished doves — symbols of peace, but caught in war. They are seen in soaring poses, outspread wings (formed by skirts held wide), and abrupt, darting motions of frightened flight. After a long, strained beginning of intermittent solo passages, the frantic creatures finally huddle together in a desperate pile; the shrill screams that have accompanied them unrelentingly, suddenly stop; in the blessed silence the dancers look uneasily from side to side, almost afraid to believe that peace has come — but then the deadly exploding noises are heard again, as at the beginning.

"Juana" is a dream — or nightmare. Jeannette Ordman, alone, in quiet concentration removes a sweater, folds it up, and lies down to sleep. A group of figures crowd onto the stage, climbing through



the back-drops. She and they become involved, nervously passing, touching, removing sweaters. Vivid, entwining movements are caught in a shaft of light. Shadowy, vaguely threatening forms drift about. The group fades away. Miss Ordman lies down again. The whole is evocative, if at times the almost total stage darkness disturbs the eyes.

LITERAL SYMBOLISM
Symbolic also is Dori Reiter-Soffer's "Phases." But here the symbolism is literal, with the dance following a story line. I found this translation of a poem into movement, heavy-handed. The poem tells us that Mother Earth despaired of the corrupt sons she bore, and so she conceived again, to bring forth a pure spirit.

Reminiscent of the opening of Balanchine's "Apollo," Nira Paz, in green as Mother Earth, sits atop her globe and proceeds to have birth contractions. From behind the globe are born a group of dancers, who soon break into an orgy. In disgust, Earth again goes into labour. This time a figure in white with a shiny silver disk on her middle emerges. The others cover their eyes in wonder. The pure one conquers a stalwart Rahamin Ron; then all the others dance tea-

derly, holding hands instead of grubbing crudely at each other's bodies.

"Horizons in Violet and Blue" drops us unexpectedly into a balletic world, where the structure is musical and the movement is designed for its lines and rhythms, rather than emotional allegories or textures. Inessa Alexandrovich has obviously mastered the techniques of classical choreography. But in this romantic portrayal of love sought, lost and then won, she superimposes modern, tortured positions on the conventional ballet vocabulary. The result is a piece unfocused in viewpoint, but it is well-phrased and bouncy.

Deputy mayor must destroy illegal building

Jerusalem Post Reporter
REHOVOT. — The Magistrate's Court here has ordered Rehovot Deputy Mayor Emanuel San'ani to tear down an illegal penthouse built by his firm.

Judge Shimon Tifrah, who denounced the existing penalties for illegal building as too light, also fined San'ani IL5,000. His partner, contractor Rafael Lavi, was fined IL2,500.

The indictment noted that San'ani had violated his written promise to Rehovot Mayor Shmuel Rechtman that he would not go ahead with the penthouse without the approval of the local Planning and Building Commission. Describing the case as a grave example of the prevailing lawlessness in building, Judge Tifrah said Friday that the law should be revised to allow for heavier penalties.

THE PAUL BAERWALD School of Social Work at the Hebrew University yesterday awarded 87 B.S.W. degrees, 19 more than last year. It was the Social Work School's 12th graduating class.

Adoption of abandoned child

The Supreme Court dismissed an appeal against a judgment of the Tel Aviv District Court delivered on April 16, 1972 (in Motion 687/72).

The appellant is a divorcee with six children from her marriage and two children born out of wedlock. One of the latter children she took to England and apparently left it there for adoption. The other, born in 1969, she at first agreed to hand over for adoption in Israel. But after a social welfare worker had been appointed by the District Court to be an additional guardian over the child, as a preliminary step to having it adopted, the appellant had second thoughts and withdrew her consent to the adoption at the same time refusing, however, to take the child into her home and bring him up with the children of her marriage. The child was transferred from one foster home to another until he at last found refuge with a family which expressed the wish to adopt him.

The Attorney-General decided to apply procedure different from the usual for effecting the adoption of the child. He divided the proceedings into two stages: first he brought an application in the Jerusalem District Court for a declaratory judgment to the effect that the child's parents had abandoned him, which would entitle another court to make an adoption order without the consent of the parents by virtue of section 11 of the Adoption of Children Law, 1960; and then the declaratory judgment having been obtained, the adoption proceedings proper were started, culminating in an application to the Tel Aviv District Court on the part of the adopting parents for an adoption order.

The Attorney-General's reason for applying this two-stage method was based on past experience of prospective adopters who were afraid to take on the burden of legal proceedings for adopting a child unless assured that the child's natural parents would not object to the adoption and drag them into litigation over it.

The appellant and the child's father were invited to attend the proceedings in the Jerusalem District Court but, although the appellant sent a further objection to the adoption in writing, both parents failed to put in an appearance. The appellant was sent a copy of the declaratory judgment to the effect that she and the child's father had abandoned the child, but did not react to it. She was not invited to attend the hearing of the application for an adoption order.

After the adoption order was given by the Tel Aviv District Court, the appellant applied to that court to rescind the order on the grounds that she had not been invited to attend the proceedings and express an opinion on the matter. The application was dismissed by the District Court, and the appellant appealed to the Supreme Court.

Section 11 of the Adoption of Children Law provides that:

In the Supreme Court sitting as Court of Civil Appeals
Before the Deputy President (Justice Sussman), Justices Landau and Cohn
Rivka Simoni, Appellant, v. The Attorney-General, Respondent
(C.A. 346/72)

LAW REPORT
Edited by Doris Lankin

TUESDAY, FEBRUARY 1972

Mother who abandons child has no say in adoption proceedings

"A Court may make an adoption order even without the consent of a parent where any of the following has been proved to its satisfaction: (1) the parent has abandoned the child; (2) the parent is unable to express his opinion or there is no reasonable possibility of ascertaining his opinion; (3) the parent's refusal to consent to the adoption is determined by immoral motives or an unlawful purpose."

Mr. A. Asheri appeared for the appellant and Mr. A. Blum for the Attorney-General.

Justice Landau, who delivered the first opinion of the Supreme Court, Justice Sussman concurring, noted that there was a two-fold question to be answered: whether the adoption proceedings could have been divided into two stages as had been done in the present case and if so, whether the parent whose consent to the adoption the court had found, in the first stage of the proceedings, to be unnecessary, is nevertheless entitled to participate in the deliberations on the desirability of granting the application for an adoption order to the prospective adopters.

He would first, Justice Landau said, reply to the second part of this question as the first part was dependent thereon. He agreed with the District Court, he said, that in accordance with the correct interpretation of the letter and spirit of the Adoption of Children Law, it is both unnecessary and unreasonable to give a parent, who has either abandoned his child or who refuses to consent to its adoption because of immoral or unlawful motives, within the meaning of section 11 of the Law, an opportunity of expressing his opinion on any other matter affecting the adoption. For such a parent has, by his conduct, removed himself from the ranks of those entitled to decide the future of his child.

Once therefore, a declaratory judgment to the effect that the appellant had abandoned her child within the meaning of section 11(1) of the Adoption of Children Law, has been handed down, Justice Landau continued, and the appellant had been given an opportunity during proceedings on the application for this declaratory judgment to state her case and produce her evidence, she no longer had any further right to express an opinion on the question of the adoption. In other words, the invitation to the appellant to participate in the first stage of the proceedings was sufficient to satisfy the demand contained in rule 354 of the Civil Procedure Rules, 1963, that:

"no adoption order without the consent of the parent under section 11 of the Adoption of Children Law, shall be issued unless and until the parent has been served with the summons to the court to issue an adoption order unless no written objection has been filed in court."

It follows from this, Justice Landau continued, that there is nothing to prevent the division of adoption proceedings into stages, with the natural parent of the child being invited to attend the proceedings in the first stage only (see also C.A. 82/72, 87/72, 26/77b).

He thought, therefore, that appeal should be dismissed.

Justice Cohn
In concurring that the appeal should be dismissed, Justice Cohn noted that section 16 of the Adoption of Children Law lays down that a court may rescind an adoption order under three conditions: there are circumstances which were not known to it or which did not exist at the time the order was made; if it is satisfied that it is advisable to rescind the order; that the welfare of the adopted child demands this. The appellant's arguments in her application to have the adoption rescinded, he held, had revealed the existence of any of these conditions, let alone all of them, as required.

As to the power to set aside parts decisions vested in the court by rule 227 of the Civil Procedure Rules, Justice Cohn continued, courts will not use their discretion to wield this power unless satisfied that, if the absent party had been present and had presented his case, he would have had a good chance of succeeding (see C.A. 32/63, 1716/69 and others). However, if the appellant in the present case had appeared and expressed her objection to the adoption, this would not have prevented the giving of the adoption order in view of the Jerusalem District Court's decision that the appellant's consent to the adoption was not needed.

In short, Justice Cohn held, District Court could not have rescinded the adoption order on the strength of section 16 of the Adoption of Children Law or on the strength of any general power which it possesses, and had, therefore, rightly dismissed the appellant's application.

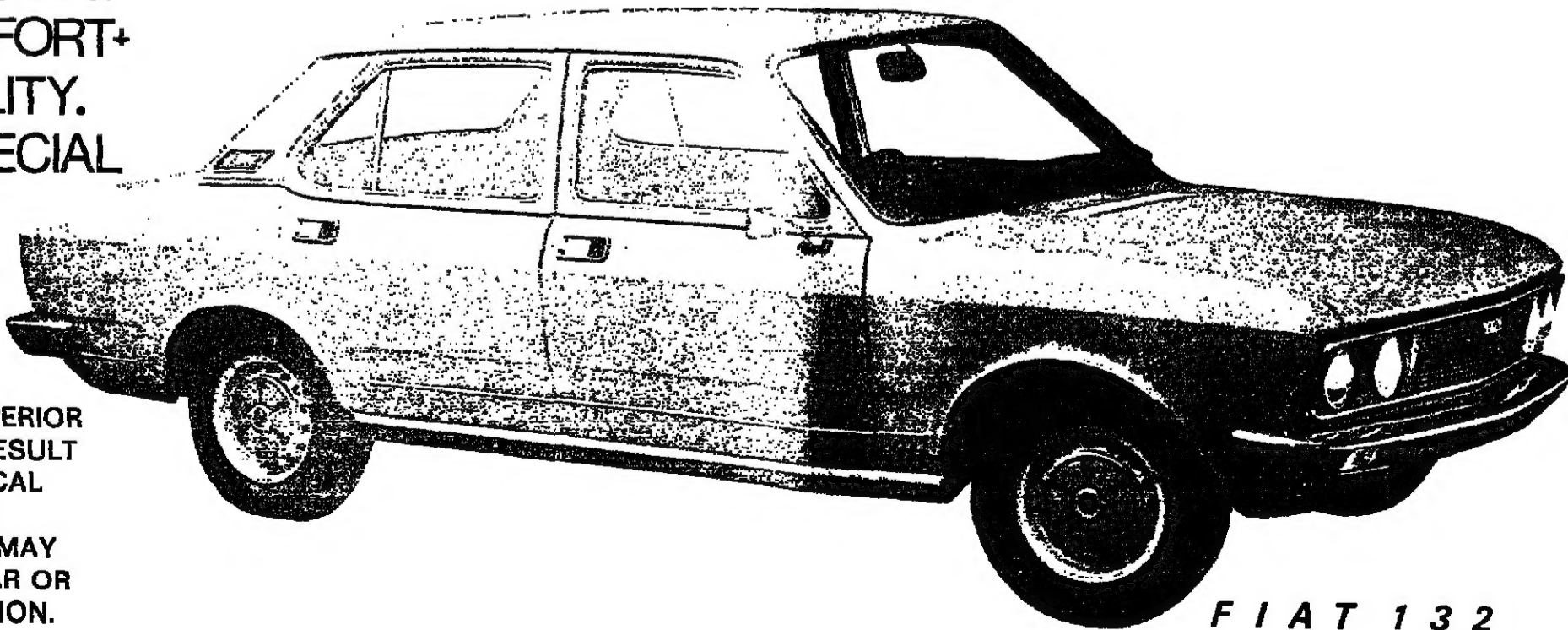
For the rest he concurred with Justice Landau's opinion, Justice Cohn concluded.

Appeal dismissed with IL300 costs. Judgment given on December 1972.

NOW IS THE TIME TO BUY THE LARGE LUXURY CAR — "FIAT 132"

AT TODAY'S PRICES, FROM IL. 31,550.— 1600 cc. OR 1800 cc. SAFETY+COMFORT+BEAUTY+QUALITY. FOR TAXIS, SPECIAL ADJUSTMENT

"FIAT 132" AFFORDS YOU GREAT SAVINGS ON MAINTENANCE AND PROTECTION OF YOUR INVESTMENT... ITS SUPERIOR PERFORMANCE IS THE RESULT OF THE LATEST TECHNICAL ACHIEVEMENTS IN CAR MANUFACTURING. YOU MAY CHOOSE EITHER REGULAR OR AUTOMATIC TRANSMISSION.

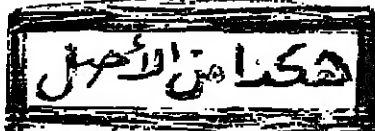


FIAT 132

FIAT
132

FROM THE TEST REPORT BY THE POPULAR GERMAN MAGAZINE "STERN":

"... Fiat has a true winner this time. The new car is as sturdy and strong as a safe... Its unique construction has satisfied all safety tests... This unusual Fiat model has it all, 1600cc engine, 105 h.p. and acceleration from 0 to 100 kph in 11.2 seconds only... A responsive and lively engine... Its spiral coil springs give it a well-balanced ride... Anti-corrosion paint... 3-position door opening..."



An advertising
SECTION

MOST PREFERRED PRODUCT POLL - 1973

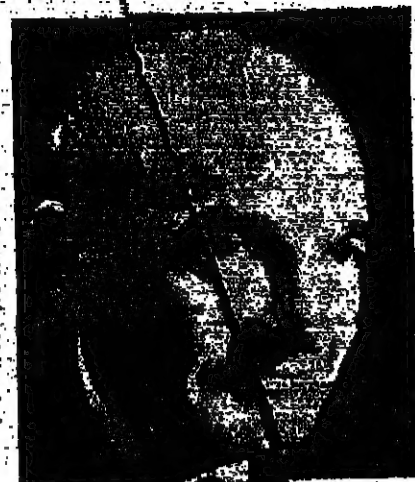
Presented by
Sacher Advertising Ltd.

Prof. Louis Guttman, Scientific Director of the
Institute of Applied Social Research, Jerusalem:

HOW THE PREFERRED POLL IS RUN

thinking back to the beginnings of market research in Israel, just before the establishment of the State, I recall that a few years after I arrived in Israel as an immigrant I was asked to organize the first symposium on this subject. I was approached not by an advertiser but a morning paper printed in Jerusalem - The Palestine

experience of leaving Jerusalem during curfew hours, to travel to the Lachish road to Tel Aviv for the symposium was being something I shall not forget. Managers of big companies in the days of the economy came. In days, a plant employing more fifty workers was regarded as the evening must have been as the managers of plants in Haifa area complained that had been neglected and a program was organized for another symposium in Haifa. However, this then occurring prevented market research activities preparations for the War of Independence were already preoccupying the country.



PROFESSOR L. GUTTMAN

UNDER GROUND RESEARCH UNIT

An Israel Institute of Applied Research, which was set up at the time as a research unit of underground in Jerusalem, is celebrating a semi-jubilee this year. One of the first projects undertaken in the domestic field, after establishment of the State, was inquiry carried out among housewives for their opinions on various commodities. The research was conducted with the aid of a local market, tourism was being undertaken in the city and a variety of other activities were being carried out. We were concerned to know the attitude of the public towards the sale of milk, and the findings showed that the

the need to raise the price to cover the cost in bottles, the demand would rise. This proved to be correct. (The research manager left us after this project to work in an allied field. Today he is the Governor of the Bank of Israel.)

Only Yediot Achronot and Mr. Sacher have continued with a project for the promotion of the economy, for such a long period. The project was started both because of its importance to the quality of life - the public should have good quality goods and services - and because of its indispensability for the economic viability of the State. By so doing, a local market, tourism was being undertaken in the city and a variety of other activities were being carried out. We were concerned to know the attitude of the public towards the sale of milk, and the findings showed that the

provided some 140 interviewers throughout the country, and centres in the big cities, under the supervision of the Institute's personnel. The project coordinator was Mrs. Harriet Hartman. This time the results are based on the replies received from 1544 people interviewed. These were chosen in a systematic manner, to be a fair sampling of the Jewish adult population of the country.

DECISION BY NUMBER OF BUYERS

The questions in the poll were mainly open questions, and the answers determined the brands of

each type of product most preferred. The final classification of the products and companies was fixed on the basis of the number of buyers for each product.

This year, we also wanted to find out why certain products were popular, why people preferred a product, and to what extent they were faithful to given brands. For this purpose, we broadened the checks we made for a small number of products with various degrees of prestige, household equipment, and entertainment. We found that in many cases, faithfulness to a product is connected with its ready availability. Generally, a given required product is not given up entirely; a replacement is bought until the preferred product can again be obtained. This phenomenon is connected with the main components of attitudes, intensity, and closure. For example, the public does not find any big differences between the various types of margarine, but does see big differences between various toilet soaps.

Investigation of such questions is likely to promote the development of the Israel local market, and exports. The first stage is the establishment of the popularity of the different products on the market. I congratulate all those awarded certificates indicating their success in this first stage, and wish them further success in the stages to come.

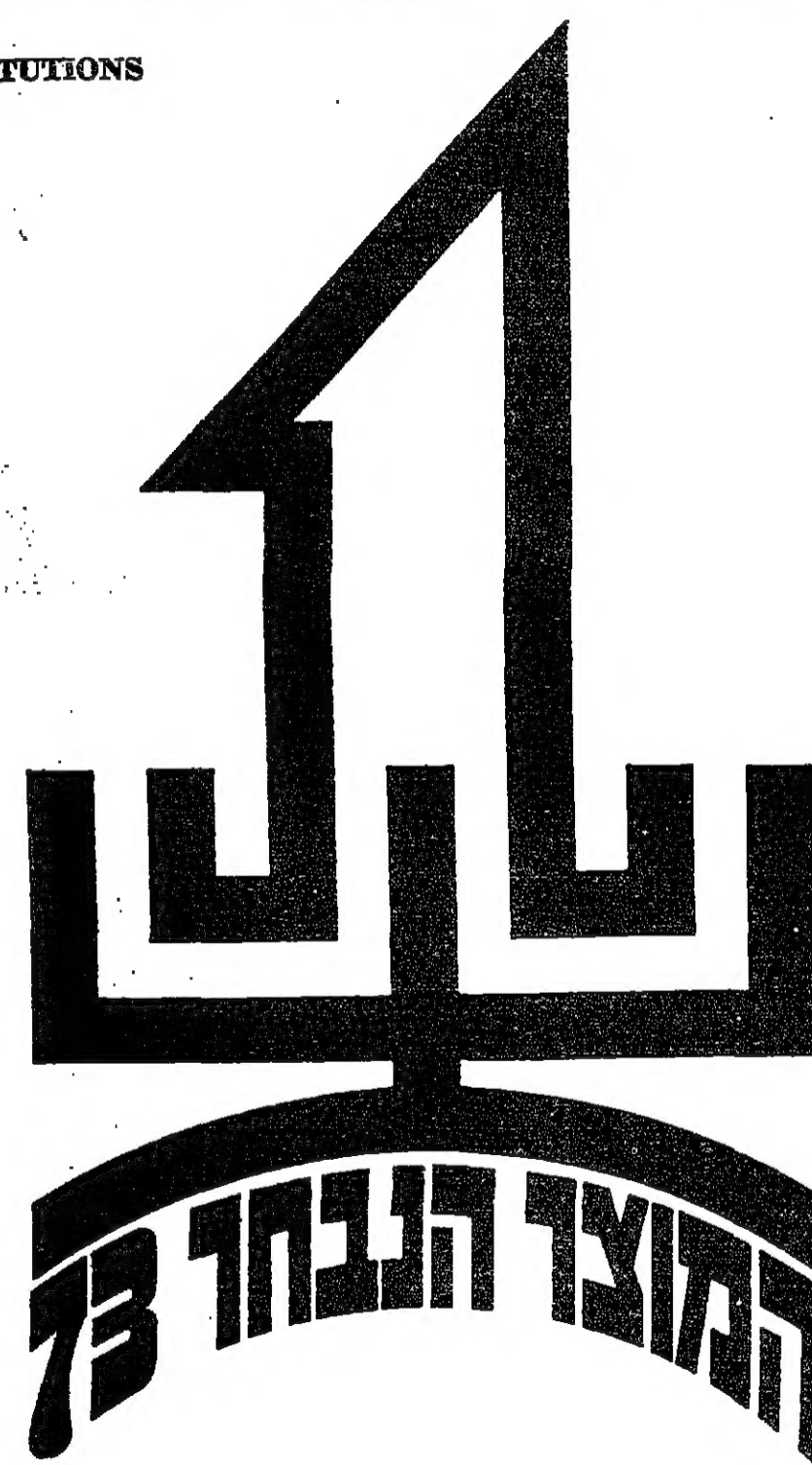
Members of the Preferred Product Council at the Ceremony



Mr. Yehoshua Rabinowitz, Mayor of Tel Aviv, speaking at the ceremony, during which certificates were distributed to companies winning a first place in the 1973 Preferred Product poll. The ceremony took place in the Habima Hall. The poll was conducted by Yediot Achronot, in cooperation with Sacher Advertising Ltd. Sitting at the Council Table are (from left): Mr. Haim Felled, Chairman of the Advertising Association, Mr. Dov Yudekowsky, Coordinator of the Yediot Achronot Editorial Board, Mr. Ernest Yefet, General Manager of Bank Leumi, Mr. Moshe Sambar, Governor of the Bank of Israel, Mr. Noah Moses, Editor-in-Chief of Yediot Achronot, Mr. Yehoshua Rabinowitz, Mr. Zeev Sacher, promoter of the poll, Mr. Abraham Shavit, Vice-Chairman of the Israel Manufacturers' Association, Mrs. Ruth Dayan, Minister of Education, Mr. Alexander Moses, member of the Management Board of Yediot Achronot, Prof. Louis Guttman, Head of the Institute that conducted the poll.

THE LEADERS

THE COMPANIES THAT WON FIRST PLACE IN THE 1973 PREFERRED PRODUCT POLL,
CONDUCTED BY 'YEDIOT ACHRONOT,' IN COOPERATION WITH SACHER ADVERTISING LTD.



FOOD INDUSTRY

- Sausage manufacturers
- ASSIS
- 1. Squashes;
- 2. Canned fruit and vegetables
- BAKALA
- Frozen fish
- CARMEL ORIENTAL
- Wines and spirits
- ELITE
- 1. Instant coffee; 2. Chocolate
- ETZ HAZAYIT
- Edible oil
- PROUDINE
- Biscuits and bakery products
- MITE PAZ
- Citrus juice
- NESHER BEER
- Beer
- NOON
- Canned fish
- RICHARD LEVI
- Canned meat
- STRAUSS
- Ice cream
- SUCRAZIT
- Artificial sweetener
- SUNFROST
- Frozen food
- TALMI
- Bakery food
- TEMPO
- Soft drinks
- ENOVA
- Cheese and milk products
- VITA
- Soup powders
- WISSOTENY TEA
- Tea

COMMERCE AND SERVICES

- O.B.G.
- Men's fashions
- ALTEFA
- Chandeliers shop, Tel Aviv
- ANETTA
- Beauty parlour, Tel Aviv
- ANGLO-SAXON
- Real estate agents
- CALIF
- Night Club, Tel Aviv
- COUNTRY CLUB
- Health, sport, and recreation Club
- FARAG BROS.
- Photographic supplies shop
- KNAVITZ
- Stationery shop, Tel Aviv
- IRIS
- Flower shop, Tel Aviv
- IRANER
- Women's fashion house, Tel Aviv
- MARS
- Household furniture shop, Tel Aviv
- MASRIT
- Decorative handicrafts
- PELTOURS
- Travel and tour agents
- SHALOM STORES
- Department Store, Tel Aviv
- SHOSHANA HALLS
- Hall for wedding, Tel Aviv
- STEFAN BRAUN
- Farrier
- ZION
- Restaurant, Tel Aviv

BAKALA WINS AGAIN!

In the 1973 public opinion poll, the Atlantic Company's Bakala again received the title Most Preferred Frozen Fish



BAKALA - The most preferred fish

MOSCOVITZ

INSURANCE AGENCY LTD.
15 Behov Herzl (Municipality Bldg.) Netanya
Tel. 053-27730, P.O.B. 148
COMPLETE INSURANCE SERVICE



every week to the four
corners of the earth

Keep ahead with
on-the-spot coverage by men (and women) where the news is happening... in-depth reporting on events shaping the history of the Middle East, as it appeared during the six preceding days in the Jerusalem Post... it's all yours when you subscribe to THE JERUSALEM POST
It's airmailed to you from Jerusalem every Tuesday... arrives at your home before the week's cut... it's an indispensable tool for understanding Israel...

GENERAL INDUSTRY

- C.B.S. RECORDS
- Records
- ALED
- Knitwear and jersey products
- AMATZ
- Space heaters
- AMCOB
- Refrigerators
- AMNUE
- Washing machines
- AMRON
- Television sets
- BEGED OR
- Leather garments
- CARMEL CARPETS
- Carpets
- CHIKCO
- Baby toys
- DIOLIN
- 1. Synthetic fabrics; 2. Curtaining
- EDISON
- Razor blades
- GOTTEX
- Swimming and beach wear
- HA'ARGAZ
- Metal office furniture
- HAMAT
- Sanitary engineering fittings
- HAZORRA
- Household furniture
- HELENA RUBINSTEIN
- Women's cosmetics
- HERMES represented by Mafit
- Typewriters
- HOGLA
- "Lily" and "Iris" paper products
- HOOVER
- Vacuum cleaners
- HULIOT
- Plastic household and kitchen ware
- KELET AFKIM
- Decorative wall coverings
- KESHER
- Dry cleaners
- KLEEN
- 1. Detergent paste;
- 2. "Tip" washing-machine powder

- KODAK
- 1. Films and cameras;
- 2. Cine cameras and projectors;
- 3. Slide projectors
- LAHAV
- Manufacture of men's shirts
- MAGEN GOLDMAN
- Steel safes
- MAGOR
- Car towing
- MOTOROLA
- Radio communications equipment
- NAAMAN
- 1. Porcelain table ware;
- 2. Ceramic products
- NECA CHEMICALS
- Toilet soap
- OLIVETTI
- Calculating machines
- ONEG
- Folding and children's furniture
- ONIVAN
- Carbon paper
- PARADISE
- Interior sprung mattresses
- PARKER
- Ball-point pens
- PAZCHEM
- 1. Household insecticides and disinfectants;
- 2. "Ritapax" floor-cleaning liquid
- PAZGAZ
- Gas cookers
- PEUGEOT
- Cars (over 16 hp)
- PHILIPS represented by Isralectra
- 1. Tape recorders;
- 2. High-fidelity stereo equipment

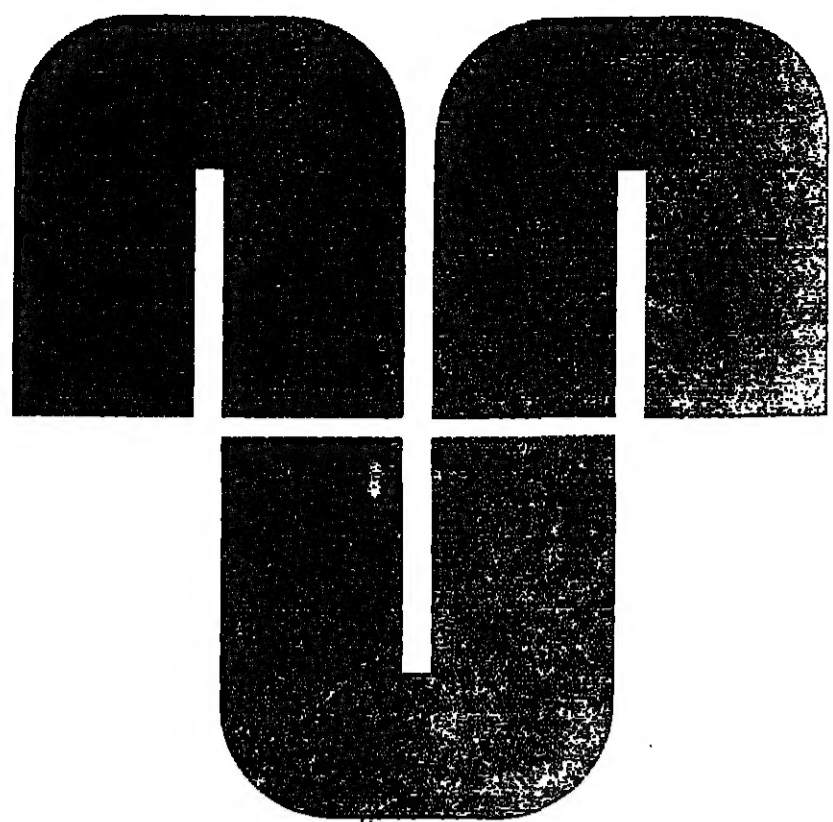


- PLEASE
- Food mixer
- PYREX (Sedlex, France)
- represented by E. Spector & Partners
- Heatproof glassware
- RADAD
- Cutlery
- SHAVIT & Sons
- Electric cookers
- SHIEMEN
- 1. Tooth paste; 2. Shaving cream;
- 3. "Bio-Or" washing powder
- SINGER
- Sewing machines
- SOLOG
- Children's and babies' knitwear
- SONY
- Transistor radios
- TABAC ORIGINAL
- Cosmetic products for men
- TADIRAN
- 1. Air conditioners;
- 2. Car radios
- THERMOIL
- Central heating
- TISSOT
- Watches
- TRISOL
- Shutters
- TZEMER HAHASSIDA
- Hand knitting yarns
- VOLKSWAGEN
- (Cars up to 15 hp)
- VULCAN
- Vehicle batteries
- XEROX represented by Mafit
- Facsimile copying equipment

Research: Israel Institute of Applied Social Research.

An advertising
section

MOST PREFERRED PRODUCT POLL—1973

Presented by
Sacher Advertising Ltd.

A NEW TRADE-MARK
for HAMAT'S exclusive products



HAMAT, ISRAEL'S LARGEST MANUFACTURER OF SANITARY
FITTINGS FOR THE BATHROOM AND KITCHEN
EXCLUSIVE DISTRIBUTOR: SOLCOOR LTD.
TEL AVIV, JERUSALEM, HAIFA

Selected by a nationwide poll as the consumer's
choice in 1973. Production supervised by the
Israel Standards Institute.

KOOR METALS WORKS

Advertising Is Two-Directional

HAIM PELLED, Chairman of the Israel Advertising Association: With the gain in momentum of consumerism — "the shoppers' movement"—the two-directional nature of advertising is increasingly felt.

The many people who have regarded advertising as being essentially a one-way phenomenon are in serious error. Advertising is a dialogue between the initiator and a party that reacts to the advertising. The buying public do not only read and listen. The shopper learns to react. The reaction of the shopper is part of the advertising dialogue. A good word from a shopper is the best possible advertising.

I do not know the origin of the positive, constructive advertising use, in Israel and abroad, of a special language whose terminology is aggressive.

This language of advertising people and advertisers contains words and ideas such as "advertising attack," "target conquest," "softening," "bombardment" and other activist terms. This language shows that the planners think in one direction only. I would even say that they tend to disregard the intelligence of the buying public.

In my opinion, this is not merely a tactical mistake, it is inane. I have no interest in "advertising strikes" and there is no need to think in aggressive terms of "attacks on the market." This is the language in which to complain against injustice, not the language of explanation and persuasion.

The shopper does not need to be attacked. The opposite is true. He must be courted, mollified; the only thing to be conquered is his heart.

As I say, many people underestimate the discernment of the public. There are also people who, under this misconception, talk in a language suitable to an underdeveloped society. In my estimation, this is an irrational, unacceptable approach.

Even if, here and there, sections exist willing, because of material hardship and eagerness to acquire goods, to be persuaded by bombastic offers, expressed in bad taste and with complete absence of professional ability, this is no reason to encourage the lowering of standards, the final result of which is very bad.

What is certain, is that empty words, meaningless promises couched in flowery language have a limited temporary influence.

Such systems can work only for a certain time. They have no power to create a positive, permanent, and worthwhile image.

Empty promises, stories with paragraphs in small print intended to mislead, these are the antithesis of winning goodwill — everyone knows that a good name is a valuable possession, no less than material assets. No conjunctural success has any future prospects.

Anyone who gives thought in a logical way to the establishment of a plant or institution must, if his thought is sound, attach the utmost importance to the acquisition of goodwill. This entails a heavy investment: commercial honesty, maintenance of quality, and the keeping of promises must be kept constantly in mind.

Other methods, short or evoked, are destined to lead into the pit.

PUBLIC OPINION POLL — IMPORTANT TECHNIQUE IN THE ADVERTISING DIALOGUE

It is a fact that in a public opinion poll, concerned with the quality of products or services, the

dress for everything connected with advertising.
QUALITY ADVERTISING IS EFFECTIVE ADVERTISING
Advertisers must understand that the public expects advertising of a higher standard.

Severe criticism of the attitude of disregard for the consumer and of low quality advertising will lower the effectiveness of advertising, and

then the "quantity in place of quality" phenomenon will rear its head. Advertising in quantity showered on the consumer is no answer to drug him.

Thus, the raising of advertising standards, the two-directional nature of advertising, will ensure the use of the imparting of advertising information, within an economic-social system.

"MAKE THE BEST, SOMEONE WILL BUY IT"

THE SLOGAN THAT PRODUCED
THE PREFERRED PRODUCT POLL



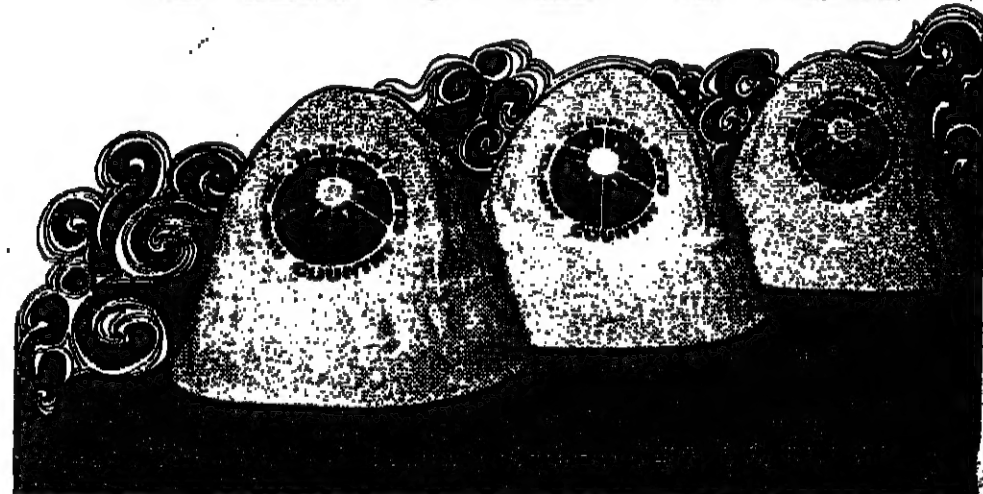
Mr. Zeev Sacher,
initiator of the poll

At the recent ceremony in Habima Hall, in which Preferred Product certificates were distributed to the firms selected in this poll, Mr. Sacher quoted a slogan he found in an American journal 15 years ago: "This slogan gave me the idea for the poll. The slogan should not be thought of as a run-of-the-mill advertising slogan, designed to brainwash the public, or to introduce some new product to the market. This slogan is aimed at the public good. It is possible that the American manufacturer who used this slogan to promote his own product did not consider its deeper meaning. This slogan expressed the 'Tora on one foot' in our expectation of what we should receive from manufacturers and suppliers. Everyone in his own field must 'make the best,' this referring to the best product, the best services, and the best honest advertising. If you do this, we — the public — will be satisfied, and you will have nothing to worry about, since 'someone will buy it.' It is this satisfied public that selects a product or service as the most preferred in the annual poll, which has been conducted by Yediot Achronot since 1954.

Mr. Yehoshua Rabinowitz, Mayor of Tel Aviv, and Mr. Zeev Sacher, promoter of the poll, standing before a flower bedecked reproduction of the Preferred Product symbol. The poll was set up in the Habima Hall before the ceremony in which the certificates were distributed to the panes receiving honours in the Preferred Product poll.

TEL AVIV COUNTRY CLUB

THE CLUB FOR ALL THE FAMILY



Registration of new members, every day except Monday, at the

Club Office, 9 a.m. to 4 p.m. Tel. 418181

Out in front for health and sport

ZION Restaurant

— the people's choice

THE BEST, MOST POPULAR RESTAURANT IN ISRAEL



Mr. Y. Rabinowitz, Mayor of Tel Aviv, handing Mr. Zion Levy, the owner of the Zion Restaurant, a certificate confirming the choice of the restaurant as "most preferred" in 1973. The restaurant was given first place in the 1973 public opinion poll, on the strength of its courteous service and superlative cuisine.

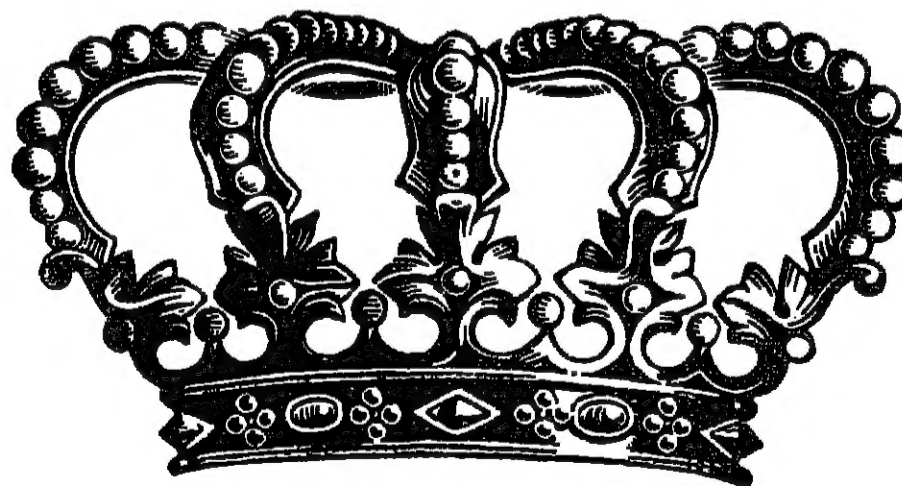
(Adv.)



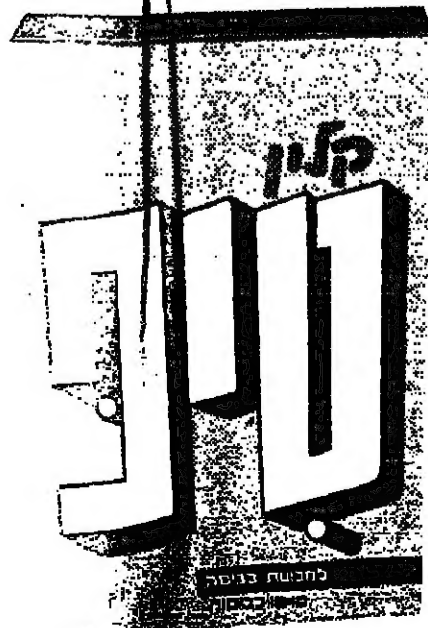
Anetta, of Salon Anetta, beauty treatments and hairdressing, receiving a first-place certificate from the Mayor of Tel Aviv. This is the 18th year that Anetta has received such a certificate.

(Adv.)

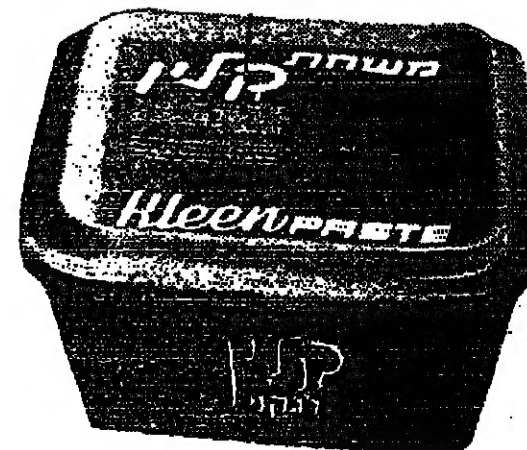
הכשרות והאכילה



QUEEN
OF
CLEANING
AND
CLEANLINESS



Kleen was awarded the title of the Most Preferred Powder for Washing Machines (for its product "Tip") and the title of the Most Preferred Cleaning Material (for its product "Kleen Paste"), in the Popular Poll of Yediot-Achronot Newspaper, a place it has been occupying year after year.



KLEEN PRODUCTS ARE EVEN BETTER

An advertising section

MOST PREFERRED PRODUCT POLL—1973

Presented by
Sacher Advertising Ltd.

Developing the Good Taste of the Public

by YA'ACOV GRUMAN,
Economist and Journalist

Number of economics courses in American universities include a known poem by the American Edgar Allan August. The poem is called "Customers," expressing forcefully the contest between buyer and seller. Here are lines in which August defines the character of the buyer. Customers are people who come to their needs from you, consumers who you long for, what you do. He cannot impose anything on you. He will buy only what you want to buy, and not what you want to sell. It is therefore important to know how to please the customer. If you disappoint him in quality, price, service, etc., he will always remember it and will not come back to you. He must force him to return. In no way make the customer what he does not want to be. Must treat all customers as if every one of them is a customer. Your existence as a seller is dependent on them. Must satisfy them all to the extent. It is of no importance if you like them or not. It is of importance whether they like you. This is what determines success of your business. Mr. Gordon Selfridge, the founder, first owner of the largest department store in England — it is called after him — hung a notice at the entrance to his store on opening day:

The principles upon which we build this business are as lasting as the pyramids. These principles are integrity, honesty, value giving, responsiveness, dignity, liberality, respect, originality, a daily presentation of what is new, and a determination to last.

These principles are as valid today as they were many decades ago. They were written, and the success and prosperity of Selfridge's is proof of the great truth contained in these principles, which are copied as a guide in books of leading economists. The historical development of the market in the last generation has been too much influenced by the fact that, for a long time, this has been a seller's market, in which it has been possible to dictate terms to the buyer. This is a situation which is neither normal nor healthy. Too long we have become accustomed to think that there is no need to satisfy the customer, and it is possible to sell him anything at any price, any quality, under any conditions. We must realize ourselves that in a free society, the market is a buyers' market, in which the buyer determines the fate of every company product.

Thus, anything that brings realization of the need to satisfy the customer is to be welcomed. And this is more appropriate, in this age, than to emphasize the need for a product, as indicated by the choice of the public. And choice may be the result of many things: good quality, attractive packaging or advertising, successful marketing methods, outstanding service on the part of the market personnel, or a good name for the product. There may be any number of reasons.

It must therefore applaud the trend product poll and its initiator, Mr. Z. Sacher, for developing and consciousness of the public. This will tend to develop the taste of the public, and the direct choice of products, and promote competition of marketers, affecting the fickle taste of the public. It will also promote improvement of production and marketing in Israel, and encourage it to become a modern economy, responsive, efficient, capable of producing quality and service of a high



Mr. YA'ACOV GRUMAN

During an impressive ceremony that took place in the Habima Hall, certificates were distributed to 110 plants, companies, and businesses, chosen in the poll held by Yediot Ahronot, in cooperation with the Sacher Advertising Agency.

The enterprises were chosen in a public opinion poll, conducted by the Israel Institute of Applied Social Research, Jerusalem, the Head of which is Prof. Louis Gutman.

The ceremony was attended by hundreds of industrialists and many invited guests, including the Governor of the Bank of Israel, Mr. Yehoshua Rabinowitz, was patron. In his congratulatory remarks, Mr. Rabinowitz said that he appreciated the value of the Preferred Product Poll to a city like Tel Aviv, which is the economic center of the country.

"Despite the many difficulties, we have accomplished fantastic achievements in the economic field. The national income per head is greater than that of Italy and Austria, and shoppers that they have the possibility of choosing the best products. All this is due to knowledge and skill," said the Mayor.

There is an economic duty to improve the quality of products. If shoppers do not recognize this, it will be difficult to get manufacturers to produce goods that can hold their own in competition with foreign goods. It is essential to expose our ability to compete in world markets. Yediot Ahronot's annual project contributes to this effort, in that it assures that achievements in all branches of the economy should keep up with each other.

DUTY TO IMPROVE

Mr. Rabinowitz went on to say that the effort of each person in his own field to raise efficiency and improve products, will increase our ability to compete in world markets. Yediot Ahronot's annual project contributes to this effort, in that it assures that achievements in all branches of the economy should keep up with each other.

The Governor of the Bank of Israel.



Mr. Moshe Hackney, Manager of Hoover (Israel), receiving from Mr. Y. Rabinowitz, Mayor of Tel Aviv, a 1973 Most Preferred Product certificate, awarded for their internationally known vacuum cleaners. (Advt.)

THE CHOICE OF THE CHOSEN



Once again the "most preferred product" prize has been awarded to "Tabac Original," toiletries for men. An obvious choice because, every third man uses products of "Tabac Original." For these are the chosen, the very men who set the international style in good taste. Are you amongst them? Join them now and enter the fragrant new masculine world of "Tabac Original" — inhabited only by the successful.

Tabac Original "Get-Acquainted" Offer: After-Shave Lotion or Eau de Cologne, in a special size and at a special price — IL 3.15. (For a limited period only).

The trade mark of the genuine product.

Feel younger, fresher, more confident! Move up to "Tabac Original" products today: After-Shave, Shaving Foam, Deodorants, Eau de Cologne, Luxury Soap, Hair Tonic — They have become the most sought after men's line in Europe and the rest of the world.

TABAC ORIGINAL

SHIFRIN - N'AMMAN



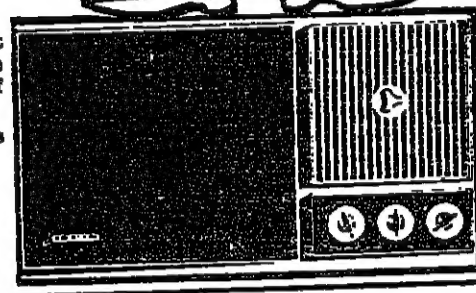
Mrs. Baruch, Manageress of the Iris flower shop, receiving a first-place certificate from the Mayor of Tel Aviv. (Advt.)

THANKS AGAIN!



We thank the public for the confidence it has shown in our products, and the appreciation expressed in the results of the Preferred Product Opinion Poll

- * First place: Tadiran Air Conditioners
- * First place: Tadiran Car Radios



TADIRAN

Tempo

TEMPO

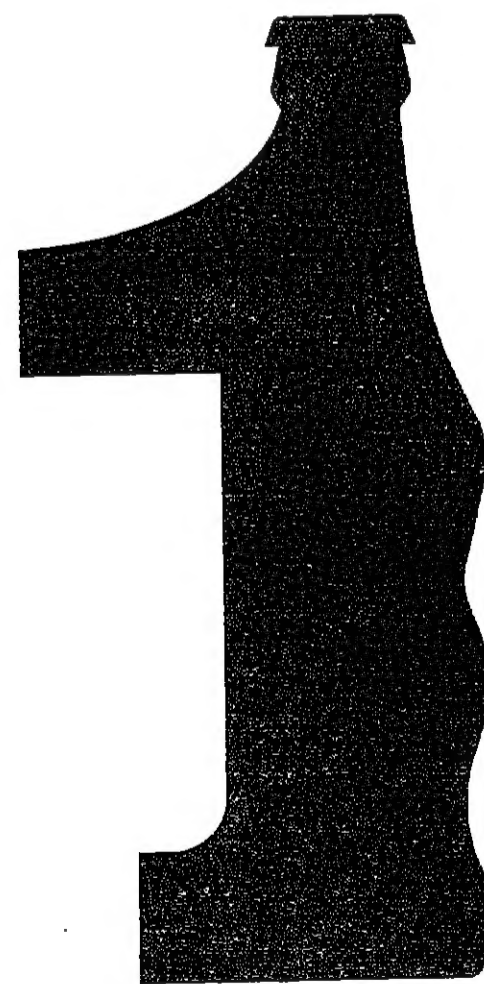
has been

in first place

in the Most Preferred

Product Poll

15 years running



First: ULAMEI SHOSHANIM



Mr. Yitzhak Avrahami, a member of the Ulamei Shoshanim management, receiving a Most Preferred Product 1973 certificate from Mr. Yehoshua Rabinowitz, Mayor of Tel Aviv, on behalf of Ulamei Shoshanim. (Advt.)

THE JERUSALEM POST

If you have trouble honing our lead Office in Jerusalem

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Price rose on 800 food items last year

ABRON SEITNER
Jerusalem Post Reporter

Prices of 800 food items rose last year, according to a report by the Ministry of Commerce and Industry. The report, which was prepared by the Ministry's Price Commission, shows that the average price increase in 1972 was 10 per cent in meats, 10 per cent in fruits and 10 per cent in other food items.

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South flights to Germany, Switzerland

Post Aviation Correspondent

Flights to Germany and Switzerland at reduced rates, available from Israel to Berlin and Zurich, will begin on Thursday, as yesterday announced lower rates will apply to either Munich or Cologne of a one-way ticket \$80 and \$85 respectively, to Zurich will be \$90.

VIV STOCKS

Natad-dollar holds traders' attention

Jerusalem Post

The Natad-dollar was the focus of interest for traders yesterday. Although it was not purchased other than for the purpose of converting currencies, an initial \$450,000 appeared on the market.

on the market; its price advanced to \$1.35, on a turnover of \$177,000. Bonds in Swiss francs were not traded yesterday. Index-linked bonds generally were somewhat firmer. Turnover on bonds amounted to \$12.8m.

The stock market was dull. Turnover declined considerably to \$4.9m. (65 per cent in the variables). Prices tended also lower and most shares lost at least a point of Sunday's gain.

Most active was Bank Leumi. The opening price was unchanged at 418, later on decreasing to 414. Some 230,000 shares were traded, about 20 per cent of the total turnover.

Another share that attracted attention was El Al. Shares were traded in the opening at 294, off 8 points. The shares closed at 286.

J.D.B. lost 5 points yesterday to 290. Mizrahi declined 7 points to 197. ILDC was one point higher at 228. Alliance gained 25 points to 606, and Discount Investment lost 5 points to 287 1/2.

The only exception was Zurich, where the Swiss franc was quoted at 3.50 1/2-3.52 1/2 per dollar.

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Bezalel Academy art student Esther Giat holds part of the \$1250 worth of merchandise she won as first prize in a raffle at the Omani art store in Jerusalem on Sunday. The store's owner, Zvi Dworkin, sponsored the raffle for Bezalel students. "We are encouraging Jewish and Israeli art." Second and third prizes were \$1,100 and \$1,500. Mr. Dworkin is also organizing merchants in a \$11,500 art scholarship fund.

18 port workers challenge ruling Labour dispute sends Zim ships to Malta

Jerusalem Post Reporter

HAIFA. — Eighteen veteran port workers, disputing a Transport Ministry ruling, this week stopped the Israel Shipyards here from painting and scraping two Zim ships. Zim decided to send the ships to Malta for the repair work at considerable extra cost.

The job of the 18 men is to provide water and supplies to ships calling at Haifa. But for years they have earned overtime by painting and scraping ships as an extra job and the port was losing money on it, a spokesman said yesterday. The Transport Ministry ruled recently that from the first of this month work on ship hulls will be carried out at the Israel Shipyards.

When the yard management brought in men to scrape and paint the m.s. Bahkhal, docked for repairs, the port workers prevented them from starting the job.

The 18, backed by the dockers' works committee, claim their long

service has given them a vested right on the job, and they want a lump sum compensation for giving it up. The port management has refused to pay, saying that the men were receiving full salaries. Shipyards manager Y. Libertowski said yesterday it had been decided to wait for a peaceful settlement of the dispute, rather than "to call the police and eject the port workers from the yard."

Meanwhile the yard is busy repairing a British ship which requires no painting. She is to be followed in the dock by the m.s. Dan, which also does not require any paint.

"We'll have our hands full until the end of the month, and we hope that by then the dispute will be settled," a yard manager said. He noted that the yard had no particular interest in the scrape and paint work, for which it intended employing outside labour, but it was acting in line with the Ministry's decision that all work on ships' bodies must be done in the yard.

The Dow Jones Industrial Average closed the day at 991.87, up 12.11. The New York Stock Exchange index of some 1,400 common stocks posted a gain of .68 to 62.85.

Volume was a moderately active 16.13 million shares, well below Friday's 19.26 million.

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Kibbutz set to export new monitor device

Jerusalem Post Economic Editor

An electronic monitoring device to check that mechanical planters drop a continuous and equal amount of seed in each row will be marketed abroad by Kibbutz Ginosar. The device was invented by two members of the kibbutz.

It was decided last week to form a marketing agency in England called Agar (U.K.) Ltd. Lionel Schallit, a prominent London businessman and friend of Ginosar, is helping to promote the project.

"When operating a planter, the tractor driver may not know that one or more of the feeder tubes are clogged with mud. Once he installs the Israeli-developed sensor, a buzzer will tell him," Mr. Schallit told The Post last weekend.

The kibbutz is not putting up any big or costly manufacturing installations at this stage. Says Mr. Schallit admiringly: "They work in a barn, and need only \$10,000 of additional investment, to yield an output of 12.5m. a year — 90 per cent of it for export."

A market survey revealed that big food manufacturing concerns in the U.K. are very interested.

The new marketing agency will be headed by Frank Hamilton, a British engineer who took part in the consultations at Kibbutz Ginosar last week. "We are starting to sell in Britain," he said, "but in due course there is no reason why we should not expand to other countries."

Delhi, Belgrade exclude Israel from trade pact

Jerusalem Post Economic Correspondent

Two of eight nations to ratify a developing-countries tariff agreement have excluded Israel from the pact's trade concessions. The Jerusalem Post learned this week.

The countries are India, which also excluded Pakistan, and Yugoslavia. The treaty, negotiated by developing nations under GATT (the General Agreement on Tariffs and Trade), applies the most-favoured-nation principle — all developing countries, but not advanced countries or those specifically excluded, are entitled to all the concessions.

Signatories of the pact to date are Brazil, Pakistan, South Korea, Spain, Turkey, Yugoslavia and Israel.

A Government official in Jerusalem told The Post Sunday that any country excluding Israel usually does not have any significant trade with this country. The one exception is Yugoslavia.

It was not known here whether Pakistan also excluded Israel, but the official said that since there is no commerce between the two countries "it doesn't matter much."

Mr. Kremerman promised that the plant would be assembling the most modern types of buses and trucks. He added that the new management designate of the plant, a high-ranking officer about to retire from the army, is already in England on a study tour of British Leyland plants.

In the Knesset Economic Committee yesterday, chairman Avraham Shechterman said he would have given Committee members copies of the agreement, had the Deputy Accountant — General Giora Gazit — not asked him to withhold it till the Court approved payments to various creditors.

The Committee decided to invite Finance Minister Pinhas Sapir to explain the agreement with Leyland. Mr. Shechterman said the Government had gone back on its commitment to the Committee to produce the agreement before it was signed.

Mr. Shechterman complained that the 1968/70 balance sheet of the controversial Autocars vehicle manufacturing complex (which had been partners with British Leyland) was still being withheld from the Economic Committee despite repeated requests for the balance sheet.

Mr. Shechterman agreed with Free Centre committee member Shmuel Tamir that Attorney-General Meir Shamgar should be reminded of his commitment to report on the Police investigation into officials who allegedly received favours from Autocars. The Attorney-General had promised in November 1972 that his report would be forthcoming in a month's time. Mr. Tamir said.

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BLOWING STRONG



(By arrangement with 'Ma'ariv')

Leyland plant purchase pact signed, ratified

Jerusalem Post Reporter

TEL AVIV. — The \$112.2m. purchase agreement to buy Leyland Ashdod was signed yesterday by the Elkon-Kremerman group. The Ashdod plant was bought for \$15.2m. and the Leyland garage in Yahud for \$11m. The new owners will change the name of the plants to Automotive Industries Ashdod (M.L.) Ltd. (Mifaleiyei Rehev Ashdod — Mem-Lamed).

District Court Judge Lowenberg confirmed the agreement, and that between the Government and British Leyland Corporation. British Leyland will pay \$1m. (\$11m.) to the debtors and to Leyland Ashdod, and cancelled all obligations due to Leyland Ashdod. The Government has agreed to continue British Leyland's preferential treatment for five years.

ENLARGE PLANT

David Kremerman, one of the buyers, told The Jerusalem Post yesterday that the new group plans to enlarge the plant and introduce new lines. This will include, he hopes, the manufacture of an Israeli bus. Transport Minister Shimon Peres has proposed that Ha'argaz and Merkavim, builders of bus bodies, pool their know-how with Leyland Ashdod in order to build a new bus to fill Israeli needs.

Mr. Kremerman promised that the plant would be assembling the most modern types of buses and trucks. He added that the new management designate of the plant, a high-ranking officer about to retire from the army, is already in England on a study tour of British Leyland plants.

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